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BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
APRIL 1, 1936

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New York American
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Woman's Home Companion

*Advertisers over WOR in March, 1936

WOR

XUM

THESAURUS *Presents*

SENATOR FRANKENSTEIN FISHFACE

The Senator says:

"I'm—uh—er—My record reeks with—er—uh—er—speaks for itself! Uh—I hope! Uh—I have come to New York to starve to death—er—to start a revolution—no, I mean to start at the—uh—the top, by gosh! I stop for nothin', and I'm gonna shoot the works—I'll show 'em a thing or—uh—stuff—maybe!

"And, I view the—uh—THESO—so what—I mean THESAURUS—uh—with—uh—out—hesication—desihation—quiet—QUIET—hesitation and I—bink—link—mink—I mean think it one of the stand out—stand in—uh—outstanding—program services—next to me—my friends—I mean myself—for the people—by the people—yessir—you can vote on it."

FRANKENSTEIN FISHFACE

A SPECIAL PROGRAM

Appropriate music for Palm Sunday and Easter by the Trinity Choir is being released to THESAURUS subscribers this month.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO

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Walter J. Neff and William Rogow

formerly of Station W O R

announce the formation of

Neff-Rogow, Inc.

specializing in radio advertising

with offices at 30 Rockefeller Plaza

New York, New York

Circle 7-4231

WWJ First in Listener Interest

HERSCHELL HART
RADIO EDITOR

TY TYSON
Assistant Manager of WWJ and Sports Announcer

MAXINE TELLER
WWJ Home Economics Expert

C. C. BRADNER
News Commentator

Besides being America's pioneer broadcasting station, WWJ possesses the unique advantage of a 63-year background of public relations experience. Many of WWJ's staff have been newspaper trained and have an expert insight into public wants that could be obtained in no other manner. Among the programs that make WWJ the most popular in the rich Detroit trading area are the following:

HERSCHELL HART'S "Gossip of the Stars" reveals the same first-hand knowledge and intimate association with the celebrities of radio that has made his "Air Gossip" column in The Detroit News one of the most widely read and oft quoted by "insiders" as well as the public.

C. C. BRADNER'S twice-daily broadcasts of news edited from the columns of The Detroit News are delivered in a manner and style so different and distinct that in every survey of program popularity ever taken in the Detroit community, Bradner has not only led ALL other newscasters, including the big names of radio, by wide margins, but has ranked right near the top, in audience perference, of all programs.

TY TYSON'S many years of base ball and foot ball broadcasting have made him easily the outstanding rado personality of the community. Always in step with the popular trends and knowing the great interest Detroit has in this year's Tiger team, WWJ has sent Ty to the training camp at Lakeland, Florida, from where he sends a daily bulletin to be broadcast each evening. Like all Ty's broadcasts, this has become an exceptionally popular feature.

MAXINE TELLER, WWJ's Home Economics expert, has that rare gift—only too seldom to be found—a woman's voice that sounds truly pleasing over the air. Miss Teller has a rich contralto voice with cultured, polished accents. She combines with it an extremely intelligent and interesting treatment of drab household matters that sets her program entirely apart from the many others that attempt this difficult part of radio programming.

America's Pioneer Radio Broadcasting Station

1 KW NIGHT
5KW
DAYTIME

Owned and Operated by The Detroit News

National Representatives: JOHN BLAIR & COMPANY, *New York, Chicago, San Francisco*

XUM

WHEN THE BIG LOCAL ADVERTISERS OF THE TWIN CITIES BUY RADIO

they favor KSTP

IN FACT THEY SPEND

25.4%

More Dollars On KSTP Than On Any Other Station

KSTP talent and production staff produce 67 commercial shows of 15 minutes or more each week—a greater number than any other Twin Cities' station.

KSTP talent and production staff produce 136 commercial shows weekly of 5 minutes or more—a greater number than any other Twin Cities' station.

KSTP received contracts from 70 nationally recognized advertising agencies from coast to coast during 1935.

KSTP
NORTHWEST'S LEADING RADIO STATION

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES; in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair & Co.

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"Has anybody called F & S ?"

IF you've never given us an opportunity to help you out of a jam, we believe you've missed a new experience. How? Well, it's hard to explain. It's the experience of being *worked for* by guys who regard your well-earned respect and goodwill as an essential factor in their business lives, rather than seeing you as a possible victim to be fattened up for the slaughter —"sold."

That's badly expressed, but the idea is that we really want to be in the position of sincere, trusted *and helpful* co-workers with anybody who's trying to do an honest job in radio. We think we can be that to you, if you'll let us. Will you give us a ring?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 4373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KMBC	(CBS)	Kansas City	KFWB		Los Angeles
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville	KOIN	(CBS)	Portland
WIND-Gary	—	WJJD-Chicago	WTCN		Minneapolis-St. Paul	KOL	(CBS)	Seattle
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha	KVI	(CBS)	Tacoma
			KSD	(NBC)	St. Louis			

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 7 WASHINGTON, D. C., APRIL 1, 1936 $3.00 A YEAR — 15c A COPY

Biggest Station Deal in History Effected

CBS Consummates Agreement to Buy KNX, Los Angeles For $1,250,000 as Pacific Coast Key Outlet

INVOLVING the largest station purchase in history, KNX, Los Angeles 50,000 watter, has been sold to CBS, subject to FCC approval, for a reported price of $1,250,000. This would be paid in four installments over a four-year period.

The sales arrangement was consummated in New York March 19, after several days of negotiation, by Guy C. Earl Jr., president and principal owner of Western Broadcast Co., with William S. Paley, CBS president, and other network officials.

The entire arrangement is based upon FCC approval of the transfer and also is conditional upon renewal of the KNX license, now issued on a temporary basis because of program citations. It contemplates substitution of KNX for KHJ as the Los Angeles outlet for CBS, effective next Jan. 1, at which time the current CBS contract for use of the Don Lee Network as its Pacific Coast adjunct expires. Presumably other stations of the Don Lee-California network simultaneously will sever their CBS affiliation.

The KNX purchase arrangement has been brewing for several months. G. A. Richards and Leo J. Fitzpatrick, principal owners of WJR, Detroit, and WGAR, Cleveland, had been in negotiation with Mr. Earl but that deal fell through, it is understood, because of failure to agree upon terms.

PRINCIPALS IN RECORD STATION SALE

MR. EARL

MR. PALEY

West Coast Plans of CBS

WHEN these negotiations petered out, CBS took them up itself. So far as known, CBS does not contemplate passing operation to the Richards-Fitzpatrick organization, but intends to build its own Pacific coast organization around KNX. This, however, probably will not be definitely worked out until Mr. Earl procures approval of the transfer from the FCC Broadcast Division.

CBS, it is reported, long has sought a high power, clear channel outlet on the Coast to place it in a better competitive situation with NBC. It has only one such station in the entire Western area —KSL, Salt Lake City, an affiliated outlet. NBC on the other hand, has KOA, Denver; KPO and KGO, San Francisco, all of which it operates, and KFI, Los Angeles, and KJR, Seattle.

KNX, with its phenomenal coverage in 11 Western states, would greatly strengthen the CBS competitive position. Moreover, it would place it in an excellent position in view of Hollywood's growing importance as a talent center and network program originating point. CBS has had to face a constant barrage from members of Congress and from listeners in several remote Western states—such as Montana—because of lack of outlets for coverage in that area.

Linked directly with the agreement to purchase have been the frequent visits of CBS officials to the Coast. Sam Pickard, CBS vice president in charge of station relations, has been on the Coast practically all of this winter. Mefford R. Runyon, CBS treasurer, was on the Coast for several weeks following Christmas largely on this mission.

Application for the transfer has not yet been filed with the FCC. Until it is, it is presumed that precise details of the transaction will be kept confidential. Paul M. Segal, Washington counsel for KNX, is expected to file the necessary papers. A number of weeks may elapse before that is done.

Transfer of KNX to CBS would presage a number of important changes in network affiliations on the Pacific Coast and perhaps hasten the plans of Mutual Broadcasting System to expand into a transcontinental network. KNX now is linked by wire with KSFO, San Francisco. More then likely the shift from Don Lee also would embrace a change by CBS from the Don Lee San Francisco outlet, KFRC, to KSFO, which is now independently operated.

Several programs on MBS have been routed to KNX, and there have been rather active discussions of its affiliation with that network. The barrier has been the long wire-haul from Chicago to Los Angeles and the linking of intermediate stations in such cities as St. Louis, Kansas City, Denver and Salt Lake City. Conversations have been had with stations in each of these cities, and in two cases, it is understood, tentative arrangements have been made.

McClatchy Group Consulted

TENTATIVE plans, it is reported, also have been discussed by CBS with the McClatchy newspapers, operating four California stations which are at present segments of the CBS-Don Lee network. They are KFBK, Sacramento; KWG, Stockton; KERN, Bakersfield, and KMJ, Fresno. Evidently these stations would become affiliated with CBS as regular outlets with KNX as their Pacific Coast key.

Conversation logically has drifted to use by MBS of KHJ and KFRC in the two largest California cities. In St. Louis MBS has

(Continued on page 62)

Hearst Radio Buys Three More SBS Stations, Acquiring the Entire Group

HEARST RADIO Inc., subsidiary of the publishing interests headed by William Randolph Hearst, has concluded arrangements for the purchase of three more units of the Southwest Broadcasting System. This was learned March 25 from entirely reliable sources, although the details of the deal and the prices paid for the stations were not disclosed.

Subject to FCC approval of the transfers of ownership, Hearst Radio thus acquires KTAT, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. These are in addition to KTSA, San Antonio, and KNOW, Austin, which Hearst Radio purchased early in March for $180,000 and $45,000, respectively. Whether the SBS network will be maintained as such will depend upon Hearst plans, but it is reported from Fort Worth that the network is now merely carrying out its chain commercial commitments.

With its acquisition of all five of the Southwest units, it is presumed that Hearst will assign Elliott Roosevelt, son of the President, who on March 10 became vice president of Hearst Radio and president of the KTSA and KNOW now operating companies, as directing head of all the stations. This assumption would appear to be confirmed by Young Roosevelt's statement that he intends maintaining his home in Fort Worth, where since last September he has been vice president of Southwest Broadcasting System.

Except for the *San Antonio Light*, Hearst has no newspapers in the cities in which the stations are located. This marks a departure from his original policy of seeking to acquire radio outlets in

(Continued on page 66)

Radio Flood Service Brings Lavish Praise

By J. FRANK BEATTY

Stations Turn Over Entire Facilities to Aid of Public; Lives Risked, Elements Defied in Battered Regions

HELP and comfort for millions of flood victims, caught in the wild waters that submerged scores of cities from Maine to the Carolinas and from the Atlantic to the Midwest, were provided in heroic manner as radio set up without preparation the most elaborate system of communications and relief in the history of major national disasters.

With no thought of cost or lost revenues from sponsors, broadcasters stopped everything and turned over their facilities to the public service. When all other means of communication had failed, stations in flooded areas stayed on the job, night and day, to broadcast warnings, to serve as a clearing house for information, and to act as headquarters for Red Cross, for military police, relief, fire-fighting and other agencies.

A fortnight after the worst had passed finds stations back to normal again, for the most part, although some are still limping along on crippled equipment. A number of stations were torn off the air, but in most communities there was reception from at least one nearby station. In many cities power was shut off and for a time only automobile and battery sets were in operation.

Radio Was Ready

THE STORY of broadcasting service is being told by a million mouths. Red Cross and all public and civic agencies are lavish in their tribute to radio. It is a narrative of a new kind of public service in time of catastrophe, and in its wake is the comforting thought that radio will be ready for future events of the type.

A novel type of communication was set up when broadcasters tied in directly with amateurs and put their stations on the networks. Amateurs cooperated nobly with stations and relayed countless bulletins as well as providing eyewitness information from flooded points. A survey by BROADCASTING of the work done by stations, networks and their personnel brings out many of the highlights of what has proved a conspicuous radio public service; difficulties in getting data out of the beleaguered areas alone prevents it from being complete.

Major networks went the limit to provide flood warning service, supply listeners with information from inundated areas and fill in the breach where other means of communication had been crippled.

Battling power failures, blocked highways, skeleton railway service and difficult flying conditions, they kept crews on the job and informed the world what was happening. Power failure in Pittsburgh affected network lines passing through the city as repeater stations were put out of commission and miles of wire were torn by the flood.

Two NBC field units were marooned in attempts to reach devastated areas. A unit of five men was sent out at midnight March 17 by William Lundell, NBC director of special events. In the unit were George Hicks, announcer; Harold See, engineer who flew the Pacific on the *Philippine Clipper;* Jack Hartley, W. R. Brown and Don Whittemore. On a train consisting of engine and caboose they got as far as Lewistown, Pa., where high Juniata waters marooned them in the railway station. They put on a broadcast with the aid of kerosene lamps as water lapped at the foundation of the station. They went three days with little sleep and a diet of ice cream and saltines.

Another crew sent from KDKA, Pittsburgh, got to Johnstown. (Their experiences are recounted elsewhere in this article.) Ted Kimball, NBC announcer, flew from Washington to Johnstown and back in an Army bomber. Upon his return he broadcast a description of the flooded Potomac and Johnstown regions.

NBC set up emergency shortwave circuits to guard against trouble in New England but was not required to use them. Engineers in NBC's Radio City studios were on almost continuous duty for days. Two staff engineers who operate amateur stations, George Milne and Edwin C. Wilbur, stuck to their sets for 48 hours, keeping in touch with amateurs.

Besides broadcasting appeals for relief, warnings on health, fire precautions and road information, NBC offered elaborate news coverage and originated programs from Johnstown, Lewistown, Pittsburgh, Hartford, Washington, Altoona, Wheeling and Philadelphia, with relays from amateur stations in Allentown and Punxsutawney.

Equally active was CBS, with one of the features being a *March of Time* in which many amateurs figured. Bob Trout, CBS special features announcer, flew over the Connecticut River in a chartered plane. Time limitations on him were relaxed because of the unusual circumstances. With only his stop-watch as a guide, Trout watched the second hand and hit the half-hour deadline squarely on the nose with his "This is the Columbia Broadcasting System". James Kenney was the engineer. The signal from the plane was picked up by RCA at Riverhead, Long Island and sent over telephone lines to New York.

Robert Moe, CBS New York engineer, who happened to be in Pittsburgh, and Tony Wakeman, an announcer of WJAS, Pittsburgh, did most of the broadcasting from the Steel City and Johnstown. One of their broadcasts originated at the little mountain town of Ligonier, nearest point where a phone line could be found.

Officials Use Networks

CBS put Governor Earl of Pennsylvania on the network from WHP, Harrisburg, in a Red Cross appeal, as well as Admiral Grayson, Red Cross chief, from WJSV, Washington. The Washington pickups were arranged by Ted Church and E. Murrow. Harry Hopkins, WPA administrator, and Governor Curley, of Massachusetts, spoke on CBS.

Among stations cooperating with CBS were WWVA, Wheeling; WBRE, Wilkes-Barre; WFBG, Altoona; WHP, Harrisburg; WDRC, Hartford; WCAO, Baltimore for a Hagerstown, Md., pickup, and Yankee Network.

Jack Roche, assistant to Paul White, CBS director of public events and special features, directed the coverage.

William Ensign, CBS salesman, who was scheduled to meet Mr. White in St. Louis, boarded a train for St. Louis, scheduled to go via Cleveland. He awoke the next morning and found the train was in Staunton, Va.

The Association of CBS Technicians at WABC, New York, quickly raised a $50 fund for Red Cross relief and the money was presented to Kate Smith on a special program for the Red Cross on March 19. The A. & P. songbird devoted all of her program to an appeal for flood victims. A. & P. bought an extra quarter-hour for her three appeals and eliminated commercials.

Boake Carter, Philco commentator, took a four-hour flight on United Air Lines and broadcast a description of the Pennsylvania floods over CBS. He was also "fed" first-hand news material by amateur operators in the distress areas of Pennsylvania and Maryland.

Among heroes of the catastrophe was Dr. Joseph Vancheri, amateur operating W8BWH at Punxsutawney, Pa. Just two hours after he had broadcast over a

When WTIC Heeded Cries of Distress: A Saga of Public Service and Loyalty

SURROUNDED by flood waters that devastated Hartford and sections of New England, Paul W. Morency, general manager of WTIC, wrote this graphic eyewitness account of the debacle, explaining what happened and what WTIC and Hartford did about it. Here is his story, written as the water began to subside.

By PAUL W. MORENCY
General Manager WTIC, Hartford

Mr. Morency

AS WE look across the troubled panorama of our people's hasty retreat from rising waters — their bewilderment at the sudden crippling of facilities for light, heat and transportation—their fears and anxiety for the safety of friends and loved ones, certain constructive forces hitherto unnoticed in the bustle of relief activity comes to the surface to make us realize how we got along as well as we did. And why it was that—in spite of the most trying conditions — Hartford was an orderly community, self-sufficient and able to carry on.

Most broadcasters are familiar with the yeoman service performed by the Red Cross, the American Legion, the state and city constabulary, the military, the city hall, the public utilities and other groups organized for the public welfare. It is my purpose to give the details of the part played by the broadcasters — amateur and professional — in cooperating for the public good, and to explain how, by the dissemination of valuable and authentic news reports of current conditions; by the alleviation of fear caused by false and hysterical rumors; by the prevention of the spread of disease through the publication of health reports; by aiding traffic conditions in the broadcasting of emergency traffic regulations; and by bolstering the morale of the community by the presentation on the air of community leaders responsible for that morale, broadcasting too has had a definite share in making the past few exciting days easier for all.

When you consider how modern broadcasting is dependent upon electric power and how most of Hartford was without power for many hours, you may well wonder how it was that WTIC—owned and operated by the Travelers Insurance Companies—has been in constant and continuous operation during the flood period, the only local broadcasting station able so to do. Hastily organized to meet the emergency, the engineers at the station's transmitter ten miles from Hartford on Avon Mountain were able to cut in on electric power from neighboring cities less than a half a minute after the regular power finally failed—as

(*Continued on page 60*)

coast-to-coast NBC hookup, he collapsed at his post following 36 hours of continuous duty relaying messages to and from the stricken area.

The hookup was effected by Richard Urian, Philadelphian operating amateur station W3CRO. KYW, Philadelphia, keyed a line into W3CRO. After Urian had asked amateurs to clear the channel, he called W8WBH at 11:30 p. m. A few seconds later Dr. Vancheri began his colorful description of flood conditions in isolated Wyoming Valley and the program was keyed to NBC from KYW.

W3CRO then contacted W3EEY, Allentown, operated by Donald Wilbur, who relayed a description of the flood in that section.

With these two amateur relays, NBC established a new system of communication.

Ed Wynn, broadcasting for Plymouth Motors on CBS March 19, stepped out of character for the first time in his radio career to make an appeal for Red Cross funds. Many other programs provided similar public service.

Mutual Broadcasting System broadcast programs from Yankee Network, WCAE, Pittsburgh, and WWVA, Wheeling, as well as supplying complete news coverage. The special features division of WOR, Newark outlet of MBS, lined up the eye-witness broadcasts.

[Yankee Network's coverage is described in the next column.]

Well In Advance

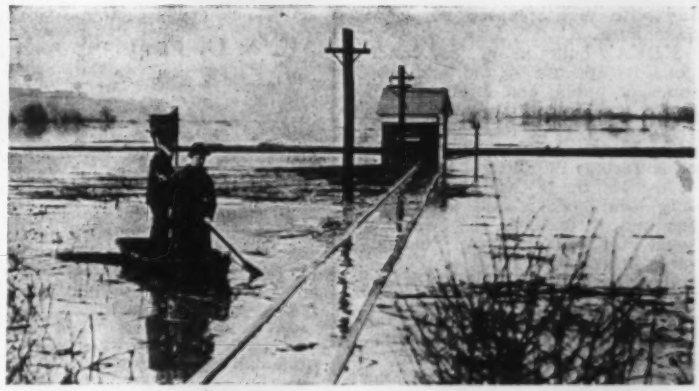
EVEN before the flood situation had developed, NBC had established March 13 a flood warning service in cooperation with the U. S. Coast Guard, Red Cross and U. S. Weather Bureau. Arrangements had been made for the Weather Bureau to send flood warnings to NBC at Radio City that alarms might be broadcast to communities in danger. Mobile transmitting units had been assembled for placement aboard Coast Guard planes surveying inundated areas and guiding rescue workers.

The flood that washed out the Golden Triangle of Pittsburgh also washed out the *Pittsburgh Plate Glass Symphony* broadcast scheduled for an NBC-WJZ network March 19. The sponsor substituted the NBC Symphony Orchestra, playing from Radio City with Frank Black, NBC musical director, handling the baton.

When it was learned March 18 that it would be impossible for KDKA to key the program from Pittsburgh, a hurried call was sent to the Newark airport to take Joseph Bentonelli from the Pittsburgh plane just ready to take off.

Edward L. Patton, Pittsburgh Plate Glass Co. advertising manager, and Ken Fickett, of the radio staff of Batten, Barton, Durstine & Osborn Inc., New York agency handling the account, already had boarded a Pittsburgh-bound plane. Shortly after leaving Newark they learned that the plane would not stop until it reached Columbus, O. They took a plane back to New York the next morning.

All March 19, BBDO tried to contact its Pittsburgh office but without success, nor could they reach the sponsor or the studio, all three located in the Grant Bldg., in the Triangle. Carnegie Institution, where the programs are



A FEW MORE INCHES—And the dog house of WJSV, CBS Washington station, would have been in the Potomac. Water rose almost to the tuning inductances. Just a bit more and WJSV would have been without its transmitter, located on the Potomac near Alexandria.

broadcast, was out of the flood zone but even if KDKA had been able to pickup the broadcast it is doubtful if the orchestra personnel would have been present.

NBC cancelled its *Music and American Youth* program from Buffalo March 22 when the city was snowbound, student performers being unable to reach the studio.

As late as March 24 MBS was providing flood descriptions. On that day it broadcast a four-point description from Cincinnati, with announcers in an airplane, a Naval reserve boat on the Ohio River, atop a city tower and on a shortwave truck in downtown Cincinnati.

Yankee On the Job

YANKEE Network News Service got its first inkling that floods were imminent on March 18. John Shepard 3d, president of Yankee Network, sent Leland Bickford, news service editor, and Gerry Harrison, director of public relations, to Westfield with instructions to pick up Linus Travers, production manager, at Worcester.

Driving over flooded roads and over swollen streams, they finally reached Springfield, at times having their car towed through water three feet deep. Meantime Mr. Shepard contacted WMAS, Springfield, and an operator and announcers were sent to Westfield.

The Boston trio arrived in Springfield in time for the scheduled 4:45 broadcast and with the aid of emergency telephone lines at the Westfield dam a program was sent over Yankee and Mutual networks. Linus Travers gave the Springfield story from WMAS studios, with Neil Wallace and Bob Feldman, WMAS announcers, at the microphone and Jimmy Spates at the controls.

Another broadcast was given at 8:15 that evening from Westfield, the broadcasters leaving the dam just before Westfield was cut off by water.

Meantime the Connecticut River had started to overflow, with West Springfield inundated. Reports of flood progress were sent by teletype. WMAS turned over its facilities to public and relief organizations, which made continuous use of the station. Families who had been separated were brought together by radio and emergency appeals were made for clothing, cots and blankets.

As general flood conditions appeared imminent throughout New England, Bickford returned to Boston to handle dispatches from all sections. At noon March 19 Yankee, feeding also the Mutual network, brought word pictures of the flood direct from refugees in the Springfield High School of Commerce. In the afternoon Bob Feldman and his car were moored in water at Willamansett and climbed aboard a truck of stone bound for the giant Holyoke dam, rumored to be in danger.

A one-tube amplifier made by Spates was used for flood broadcasts. Just in time for a 3:15 broadcast, after being delayed by National Guard, the Yankee crew reached the foot of the Holyoke Falls. Travers' life was saved by Gerry Harrison, who grabbed him just as the side of the bank gave way. They returned to Springfield just before Willamansett was inundated.

Told to Get Out

ACTUAL stories of refugees were broadcast that evening from Red Cross headquarters in Springfield. Rumors of the breaking of Holyoke dam were dispelled by WMAS locally. At 2:20 a. m. March 20 the power failed and WMAS went off the air.

WDRC, Yankee station at Hartford, Conn., closed down at 8 p. m. March 20 when power failed.

On the 18th WFEA, Manchester, N. H., was designated by Governor H. Styles Bridges as public information headquarters of the State. Vincent H. Chandler, chief operator, organized a four-point group of 5-meter transmitters and receivers.

Persons in danger zones were notified of their plight by WFEA and moved to points of safety, not a life being lost. Lines to the transmitters were lost for a time, as well as the power supply, but electric and telephone companies sent out emergency crews who restored service after emergency authorities ordered them to give priority to this service.

Emergency bulletins were broadcast from the governor's office and all relief and rescue activities were coordinated through WFEA, which was the only means of information on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sandbags around Amoskeaf Dam, which was in danger.

Vincent H. Chandler, WFEA chief operator, was ferried and motored to the transmitter with a 5-meter outfit and set up equipment there with the aid of Jack Frost, who had been on watch alone for more than 24 hours. Thus contact was maintained with the studios. WFEA had no program line service out of Boston after Thursday evening. As the flood subsided, the station was the clearing house for salvage and relief work.

Thousands of Messages

WLLH, Lowell, Mass., broadcast some 2,000 emergency messages during the flood period, placing its facilities in the hands of public and relief agencies. In addition it broadcast constant news bulletins.

Robert F. Donahue, manager of WLLH, in a broadcast March 22, said: "It was our hope when conditions became serious Thursday that we would have the cooperation of Lowell newspapers in bringing all information to our listeners. In the absence of this cooperation, and although our facilities were overtaxed with emergency messages, we have also broadcast factual news which we believed important. We have attempted to present these bulletins in such a manner as to give an accurate picture, without causing undue alarm or panic. At this point we wish to thank the *Lawrence Telegram* for the bulletins they furnished us."

WLLH was in the center of the Merrimack Valley flood area and was not far from a power plant which supplied an emergency line across a canal. WLBZ, Bangor, Me., remained on the air. Like other Yankee stations it was unable to communicate with Boston because of telephone and teletype trouble, Yankee reported, but its broadcasts were heard regularly.

In Springfield WMAS assembled a gasoline-driven generator obtained in Boston and shipped by highway to the station. After giving out warnings March 18 that the Greenwood Dam at New Hartford, Conn., had let go, WDRC, Hartford dispatched a crew to the scene of the disaster. An emergency hookup was completed and the story told from a bridge spanning the river at Unionville, a few miles below. WDRC later sought FCC permission to transfer its programs to WNBC, New Britain, according to a message phoned to Yankee headquarters by Franklin M. Doolittle, president of WDRC.

A. J. Stephenson, Yankee publicity director, took an active part in the network's flood service.

WTIC, Hartford, kept on the air as its engineers at the transmitter, ten miles away on Avon Mountain, cut in on power lines from neighboring cities less than half a minute after the main source

Harmonizing the Flood

DESCRIBING flooded Potomac waters from atop the Washington Monument, Shannon Allen, NBC Washington production manager, introduced over the air a director and a member of the Washington Goodwill Baptist Church choir. Asked by Allen to describe their reactions to the flood, they responded with two spirituals, "Deep River" and "Down to the Sea".

XUM

of power had failed. [See special article on Page 8 by Paul W. Morency, WTIC general manager.]

In New York state snow and sleet added to the troubles of broadcasters. On March 18 a sleet storm ripped down the transmission lines linking the studios and transmitter of WHAM, Rochester. The break occurred just ten minutes after the day's schedule had opened. To keep commercials on the air, artists and musicians were driven to the transmitter 15 miles away and performed in the operations room with the 50 kw. transmitter. A piano and transcription turntable were sent to the transmitter.

Awaiting the arrival of talent for the *Mrs. Thrifty Buyer* script program, operators filled the gap by whistling the theme song. After five hours of makeshift programming communication was reestablished.

WGY, Schenectady mobilized 20 transmitters and offered the facilities to state and municipal officials, along with 12 transmitter and control engineers who were licensed as amateurs. They spent long hours tuned to amateur bands and acting as relay stations for distribution of news and messages.

State police of Massachusetts used WGY to warn Connecticut Valley residents that the Vernon, Vt. dam had broken loose. Health suggestions were broadcast by the New York health department and the highway department broadcast road information.

Licensed amateurs on the WGY staff are: A. H. Korb, W2CGO; H. C. Mosher, W2HEL; R. K. Strong, W2SJ; Warren Munson, W2BKM; Harold Tolson, W2EBDE; E. G. Nickle, W2EGN; R. S. Yendle, W2ETY; G. R. Amey, W2CTC; G. M. Hoffer, W2AVG; R. L. Millham, W2EZ; T. G. Schumacher, W2AIX; Gene Darlington, W2ALP.

The U. S. Works Progress Administration announced that WPA chiefs in the Binghamton-Albany section relied on radio for contacts with district directors and supervisors. WGY, as well as WOKO in Albany, were pressed into service to broadcast instructions to WPA district officials.

Water in Smoky City

FOR SHEER DRAMA and humane service, Pittsburgh stations stood out prominently in the catastrophe, KDKA, WCAE, WJAS, KQV and WWSW all turning over their facilities to public aid as long as they could stay on the air. All stations except KDKA were affected by temporary power shutdowns and KDKA is still burning over published reports that it was forced off the air.

The devastation that followed the swamping of the Golden Triangle by Allegheny and Monongahela waters led to a series of radio adventures that KDKA had not experienced since it took to the air on Nov. 2, 1920 as the first station operating on a regular schedule.

When the flood got into full swing March 17, Walter C. Evans, Westinghouse radio manager, in Pittsburgh with S. D. Gregory, assistant manager, took personal charge of KDKA's flood coverage. With the transmitter located at Saxonburg, 30 miles to the North, it operated with emergency battery systems in the studios which were able to stand a week's drain and with uninterrupted power at Saxonburg.

KDKA's bulletins on flood conditions, its appeals for aid, and messages of public and relief officials as well as advice concerning water, gas and electric service is credited with having buoyed the courage of suffering Pittsburghers. By 4 p. m. March 18 KDKA was the only local station still broadcasting and it became the clearing house for all Western Pennsylvania information.

On March 17 at KDKA Dwight Myer, plant manager, authorized two engineers, Glenn Luther and George Saviers, to go to Johnstown with Glenn Riggs, announcer. They left by a special train which took all night to go some 75 miles. Arriving in Johnstown, they luckily found a boat, loaded the pickup equipment on board, and soon found themselves overturned in the swift eddies.

Back at the Oars

ALL MANAGED to hang on to the boat and salvage the remote equipment. Again taking to the oars, they reached the telephone office, sent a few bulletins to KDKA, and at 2:17 p. m. were on the NBC-WEAF network telling what was happening in engulfed Johnstown. At 2:18 p. m. they obeyed orders of state police who faced them with pistols, abandoned the broadcast after one minute on the air, and rushed three miles to high ground and shelter. Police had started removing everyone from low regions following rumors that the Quemahoning dam above the city was tottering. On their way to safety each of the KDKA men obeyed police orders, grabbed a girl telephone operator, and made for high levels.

Later in the afternoon came word that the dam would hold so the three returned to the telephone building and sent to KDKA the first word that the dam would hold. They got out of Johnstown on a work train after being on the job 52 hours.

Meanwhile a Johnstown amateur, W8FRC, kept in touch with H. W. Irving at the KDKA Saxonburg transmitter and gave an eye-witness account. Soon other amateurs contacted Irving and a regular communication system was established with Westinghouse shortwave stations in Pittsburgh, Philadelphia and Boston to handle flood messages.

While the KDKA triumvirate was braving the Johnstown elements, Pittsburgh's troubles and water were piling up at a mad rate. The waters that had engulfed Johnstown and raised Allegheny tributaries went on a rampage, and teaming with the Monongahela, inundated much of downtown Pittsburgh until it had submerged street cars and reached the second floor of department stores.

Out of the Frying Pan

THE TIDE of rising water swept on down the Ohio, and Luther and Saviers, who had just started to catch their breath after the Johnstown escapade, were dispatched to Wheeling along with Ed Sprague, announcer. Late in the night of March 19 they reached a suburban hamlet where they caught a Baltimore & Ohio train to Wheeling. Heading for the telephone office, they connected their pickup unit and went down the streets. Saviers walked backwards holding the unit, Luther was in front at the dials and Sprague walked alongside holding the microphone. Soon they were on an NBC-WJZ network.

Later they rowed around flooded Wheeling. Among novel sights was that of traffic lights blinking on schedule beneath the water, with only boat traffic to guide.

Back in Pittsburgh utilities were installing emergency service March 19 and by the next day the city started the painful return to normalcy.

The story of WCAE, operated by Hearst Radio Inc., is an equally thrilling tale of service. When waters passed flood stage March 17 WCAE began broadcasting water levels and flood reports hourly, later every quarter-hour.

Telephone calls soon engulfed the switchboard and special five and ten-minute broadcasts were devoted exclusively to flood news. By March 18 national interest had been aroused and a noon-hour *News Parade* was fed to MBS, with Norman Twigger facing the threat of momentary power failure as he described from the 21st floor of the William Penn Hotel, the waters lapping at the second-story windows beneath.

Telling the News

MBS carried two more news programs from WCAE that day. The following day both Mutual and NBC-WEAF networks were fed special flood programs even after WCAE was unable to broadcast locally due to inundated power plants.

Staff men in the street phoned in descriptions which were interspersed with official warnings and telephone reports from outlying towns. Incoming calls could be handled but few outgoing calls were possible.

After news service wires went dead staff writers relied almost wholly upon those assigned to the streets and on calls from persons in suburbs. Material from the *News Parade* programs was published in New York papers, eager to get flood news, WCAE was informed.

Resuming local broadcasting March 19, WCAE found it was serving mostly a car-radio and battery set audience in Pittsburgh. On short notice that night it arranged a remote pickup from 21 floors below in the William Penn Hotel to broadcast impressions of Gen. Hugh S. Johnson, stranded in the city, and J. Rogers Flannery, district Red Cross director. The broadcast also was fed to Mutual.

WWSW's studios are located within 100 yards of the Monongahela River and not far from the Point where it intersects with the Allegheny to form the Ohio, but the staff carried on until 3:30 March 18 when the power failed. The staff moved in and out of the Hotel Keystone studios in a canoe, the lobby being immersed. Atop the hotel with glasses, WWSW observers furnished information on the progress of the flood, cooperating with the Red Cross, Army and civic groups.

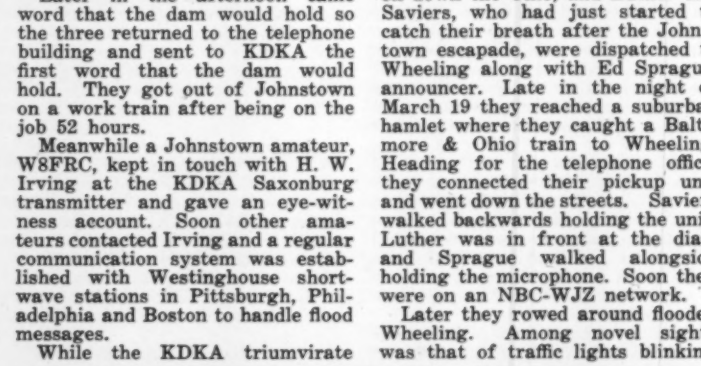
The station was off the air 36 hours, reopening with temporary studios in the Oakland section of the city when the main studios on the 21st floor of the Keystone Hotel were beyond reach. The setup was expected to be used for at least a week, according to Frank R. Smith Jr., WWSW manager.

As late as March 23 CBS still was trying to find out what had happened to WJAS, which went off the air when the flood got under way in the Pittsburgh section.

The disaster at Wheeling, W. Va., and the contribution of WWVA are described in a separate

C. & O. Flood Spots

"THE Chesapeake & Ohio Railroad is open and safe!" With this dramatic announcement, spotted as closely as possible to news bulletins and broadcasts from the flood-stricken areas, C. & O., big radio user, kept the public apprised of the condition of its road, which fortunately escaped the flood's ravages and which had to be used by other railroads in their reroutings. Spots were kept in good taste, the railroad considering it a public service to apprise the public that its facilities were still available when other roads went out. In addition to its regular schedule of nightly transcriptions and spots, C. & O. bought special time on WRC, WJSV, WMAL and WOL, Washington; WCKY, Cincinnati; WFBM, Indianapolis; WHAS, Louisville; KPRC, Houston; KVOO, Tulsa; WREN, Lawrence, Kan., and KSD, St. Louis.



WHP's FLOOD CREW—In the studios of this Harrisburg station, busy with flood broadcasts that threw off commercials in what was to have been one of WHP's most profitable weeks, are Beatrice Potteiger; Ed Smith, announcer; Manager A. K. Redmond leaning over Smith's shoulder; Glenn Rutt, announcer, checking a report.

READY IN ADVANCE—NBC's Washington staff was ready a day in advance of the expected Potomac flood crest with crews and remote equipment. Here are engineers waiting to take off for flood points. Left to right: C. M. Clark, A. R. McGonegal, P. I. Merryman, W. H. Chew, D. A. Ullman, F. Fugazzi, A. E. Johnson (division engineer); Keith Williams (in foreground), with their remote equipment.

article on Page 12 by George W. Smith, managing director of WWVA.

At Huntington, W. Va., WSAZ organized a scouting party and staged persons in various parts of the city. Arrangements were made to cut in telephone conversation from them. Through this means losses were kept to a minimum. Permission was obtained to continue beyond authorized daylight hours and the staff worked without thought of time or fatigue, according to W. C. McKeller, WSAZ president.

WRAK's Heroic Work

WHEN WRAK, Williamsport, Pa., greeted its morning audience at 7:30 March 17, staff members had no idea that it would be more than a week before the station signed off for even a moment. Sensing approaching disaster March 17, WRAK began collecting flood information and warned listeners of the situation and an explanation of what to expect and what to do. Arrangements were made with Mayor Charles D. Wolfe to sound fire whistles for high water.

Through the night a check of water level was given every 15 minutes with the staff remaining on duty. On the morning of March 18 notice was broadcast that a 30-foot depth would flood the lower portion of the city at least a foot. By 10 a. m. it was learned that this was only the beginning and by noon the water was four feet deep and rising rapidly. A 36-foot crest was reached that night, when power and telephones went down.

The WRAK transmitter failed without warning but Louis N. Persiol, chief engineer, started to build an auxiliary transmitter, with the aid of his assistant, Henry S. Palmer, who had gone home for a bit of rest. On his way to the studio Palmer contacted Allen Glaes, operating amateur station W8VK, and contact was established with WRAK.

At 2:30 March 18 the auxiliary transmitter was tested. To learn if it was reaching listeners with battery sets, George E. Joy, manager, suggested that car owners be asked to toot their horns. Faint toots were heard from windows and WRAK knew it was on the air again.

All the time the water was rising and the studios in the *Sun Gazette* building were just four blocks from the water line, surrounded by a raging torrent.

When a blast shook the Wakenhut Ice Cream plant, two blocks away, clouds of smoke billowed skyward to add to the misery but the WRAK staff worked on, too tired to worry about danger. Soon the building was in four inches of water. Later engineers strung a wire from the power plant headquarters a half block away by throwing the wire to a rowboat which carried it to the plant. This permitted contact with the Glaes amateur transmitter as well as outside cities. This was the only telephone contact in the city.

No Other Communication

ALL THE TIME the WRAK staff had been working without food. Stranded employes of the *Sun Gazette* and the Sears-Roebuck store, on the first floor, took refuge up above in the WRAK studios, some 50 being quartered there with only five cots available. Announcers were assigned the task of displaying cheerful smiles and giving assurance to WRAK listeners.

With contact established to the Glaes station, rescue work was directed and hundreds of lives are believed to have been saved. Messages were received by plane, boat, scouts, notes tied to rocks thrown from building to building, flashlight signals and more than a hundred messages in bottles were picked up from the water.

By daybreak March 19 a few visitors moored their boats at the fourth step in the WRAK hallway and at 8:20 a. m. Quentin Beague, newspaperman, the first visitor, went on the air. Only one minute of music was broadcast in the next 18 hours. Thousands of messages of assurance were sent on behalf of those worried about relatives.

The station was the only means of communication for the fire department, police, health authorities and Red Cross. No newspapers were published until March 21.

Outside operators came to the assistance of WRAK's staff, among them Harold Swartz, operating W8BLL, amateur station, and John Larson, ex-army operator. William Szendrey, operating W8LMY, established contact with WRAK. A portable transmitter was set up at Curtin Jr. High School, located on a hill and serving as relief headquarters.

Martial law was declared when looting began. On and on went WRAK, directing relief agencies, calling police cars, sending fire alarms, calling ambulances, summoning doctors and cheering a broken populace.

Alys Kramer, secretary to Mr. Joy, and Lillian Lupton, studio hostess, fed the 50 persons in the studios during the trying period, corralling meager food supplies and cooking with an electric plate. Until provisions were sent in from listeners, they were limited almost to coffee and crackers.

Sleep was impossible and drinking water was scarce, being boiled a quart at a time. After a hundred or so hours of continuous service announcers' voices sounded like fog horns. No member of the staff had more than 15 hours of sleep in 151 hours of continuous service.

Work of All Sorts

ANNOUNCERS were Paul Breining, chief announcer, Harry Fisk and Francis Sullivan, all of them performing all sorts of duties around the studios. Oscar Linn, sales manager, and Thomas Metzger, salesman, aided at the microphones. Sol Wolfe, sports announcer, spent two days working for police and then aided at the WRAK microphones. Manager George E. Joy never let up a minute in encouraging and guiding the emergency task during the trying period and J. Wright Mackey, program director, stopped long enough to send a thrilling description to BROADCASTING, although he confessed his head was swimming and he hardly knew what he was doing.

While all sorts of false reports of the Williamsport flood and fire were being published, WRAK contacted the Associated Press for John E. Person, president of the *Sun-Gazette*, and sent AP what was said to have been the first authentic press version of what happened in Williamsport.

To the East at Scranton, WGBI escaped floods but provided aid to nearby regions in distress, operating many hours over the regular schedule. The station was deluged with requests for information from Scranton folk who had relatives in devasted areas and acted as a clearing house for information as well as broadcasting Transradio News reports.

WGBI carried messages for the Red Cross and other relief agencies, called out the local militia, acted as a radio beam for Coast Guard planes and helped amateurs and telegraph companies in delivering messages.

WWVA FEEDS CBS — Here is Paul J. Miller, production manager of the Wheeling station, standing on a flood-threatened bridge to feed flood news to the network. WWVA stayed on the air 87 hours.

WBAX on Air 210 Hours

TROUBLES began at Wilkes-Barre as early as Friday the 13th, when the Red Cross asked WBAX to stay on the air. For 210 hours the staff remained at their posts, existing on coffee and sandwiches with candles and kerosene lamps sent by listeners serving as illumination.

Constant contact was kept with the police stations. When water reached the first floor of a house at nearby Kingston, WBAX was notified and sent help in a hurry. Twenty-two persons were rescued in one trip alone.

Philip June, of Swoyersville, five miles away, phoned WBAX that his baby was in the ninth day of pneumonia and he feared the child was dying. An announcement was broadcast for a Dr. Cavannaugh, the family's physician, and the doctor was on his way in a few minutes. The infant recovered.

Police at Plymouth phoned at 1 a. m. March 19 that a large gasoline tank had burst at Bull Run and that gasoline covered the area for a mile. Warning was sent out that no matches should be lighted and a major fire was prevented.

In nine minutes WBAX was able to tell a phone caller from Pittsburgh, 221 miles away, that his relatives in Kingston were safe. Escaping sewer and mine gas created hazards in homes and occupants were warned to open windows. These are only a few of the dramatic incidents that occurred by the hundreds.

WBAX collected $2,100 for Red Cross through air appeals. The staff was directed in its work by John H. Stenger Jr., manager, who was in weakened condition as a result of the long vigil. Mrs. Stenger, who stood at a phone 60 hours with only four hours sleep, collapsed and was taken to a hospital.

Harrisburg Struck Twice

MANY days before the flood broke, WHP, Harrisburg, kept constant watch as Susquehanna ice reached record depth. Then one night word came from Newport, 28 miles away, that ice was breaking on the tributary Juniata and gorging. WHP promptly broadcast a warning to Newport. Frequent announcements were put on the air. Residents of the town were posted, day and night, to keep in touch with the station and lines were installed to the toll house of a bridge.

At the moment the ice broke a WHP announcer, with an operator, began to broadcast. An extra microphone was lowered to the river surface to transmit noise of the actual breaking of the ice as it hit the bridge.

From Dauphin, nine miles above Harrisburg, a description of inun-

dation was broadcast from a plane by Ken Thomas, editor of the *Harrisburg Morning Telegraph*. WHP stayed on the air until 5 a. m.

But this was only the first flood, and preceded by several days the main deluge. Three days later the river came up higher than before. with WHP continuing its flood warnings. Harrisburgers and residents of other river towns were warned of the danger. C. S. Ling, local weather observer, provided bulletins every two hours. Mayor John A. F. Hall, of Harrisburg, and the state forest and water department supplied additional information.

After the City Hall was deprived of communication, a radio was installed and messages were received from WHP, police and firemen being guided by the bulletins. Rescue squads were sent to persons marooned in buildings. A call for row boats brought them by the dozen. The current became too swift for them and motor boats were requested, a dozen or so being supplied.

When it was learned that 18 persons were marooned on house roofs at Duncannon, up the Susquehanna about 10 miles, WHP broadcast their plight and a motor boat was sent to the rescue. Incidents of this sort soon became commonplace.

Calls for food, clothing and supplies were broadcast and a crew of cruiser cars set out with help for the needy.

Hour upon hour messages were sent to those worried about the fate of friends and relatives. Some 12,000 announcements are estimated to have been made by WHP. When the reservoir ran dry in Harrisburg, notice was broadcast to boil all water.

The WHP transmitter was some 200 feet above the river and was not affected. William Wolf, chief engineer, faced countless problems in keeping the transmitter operating but solved them all. Studios were located high in a building and were not damaged. Amateurs aided WHP in relaying messages.

WKBO, affiliated station, performed similar service although not on so extensive a basis.

Cumberland Deluged

WTBO, Cumberland, located in the heart of the local flood area, was well out of danger on the third floor. The transmitter, atop Fort Hill, was away from the flooded zone. Main danger to the studios was from flood debris, swept along at a terrific rate, which might have wrecked the building.

The panic-stricken community had no other communication. Cables from studio to transmitter resisted the water and the electric company supplied power continuously. During the trying period WTBO aided relief authorities and local officials in issuing news about water supply, electric power, gas, railroad service and necessity of life.

On duty from 8:30 a. m. March 17 to 7:30 p. m. the following evening were H. B. McNaughton, manager; William Mullen, commercial manager; Robert Rosamond, chief announcer; E. T. McKenzie, chief engineer, and William Henry, engineer. McKenzie was one of the last persons to leave the studios, wading out through water above his waist. McNaughton left some time later after the water had been receding several hours.

No lives were lost in Cumberland as WTBO kept the public apprised of the flood situation. A man injured by glass in a store received relief quickly when WBTO was informed of his predicament.

On to Washington

WHEN the rising Potomac swept downward toward Washington, Capital City stations were on the job. NBC assembled a score of engineers and announcers from WRC and WMAL and provided its most elaborate setup since the inauguration of President Roosevelt. Microphones were placed at 12 vantage points and a fast motorboat was equipped with shortwave apparatus.

Acting under Kenneth H. Berkeley, WRC and WMAL manager, Fred Shawn and Carleton Smith, his assistants, directed outside operations while Mr. Berkeley remained in charge of operations from the control board. A. E. Johnson, NBC division engineer, directed technical operations.

Announcers assigned to flood work were Ted Kimball, Al Triggs, John Laing, Hubert McIlrevey, Don Cordray, Edwin Rogers, Jim McGrath, Gordon Hittenmark. Engineers were P. I. Merryman, Keith B. Williams, W. H. Chew, A. R. McGonegal, C. M. Clark, W. L. Simmons, D. A. Ullman, F. Fugazzi, D. H. Cooper, H. C. Gronberg. Hittenmark acted as general director in the studios and was in communication with all remote operators at once.

Arrangements were completed 24 hours in advance of the critical flood stage. Keith B. Williams, en-

(*Continued on page 56*)

Trouble Per Million Circuit Mile Hours: Bell System's Story of Flood Service

SKIRTING flooded areas, with new lines pumping current into the networks at flood-ruptured points and picking up newscasters at precarious vantage points on the edge of angry torrents, Bell System program transmission service passed through the worst floods in its history with but little loss of radio facilities.

In addition to maintaining the intricate web of wires that it furnishes to broadcasting companies the Bell System found itself called upon to undertake an additional task at the time of the flood crests. This consisted in furnishing pickups for broadcasters and others in a position to give eye-witness accounts of the spreading disasters.

At Johnstown, which has no station on a regular network, Jay Williamson, wire chief for Bell Telephone Co. of Pennsylvania, described the situation from the test room in the telephone companys building over an NBC-WJZ network. Broadcast from nearby network stations, his talk carried a timely warning to Johnstown listeners not to drink water without first boiling it. On another occasion Williamson introduced Miriam Lightner, assistant chief operator, one of the heroines of the beleagured city who stuck to their posts until ordered out by police.

Another description of the flood at Johnstown over CBS was picked up from a point just outside of the telephone building. Still another carried a conversation between an announcer of KDKA, Pittsburgh, and a telephone operator at Johnstown.

When the flood waters advanced on Lewistown, Pa., the telephone company cut through to a pay station in the railway station so an NBC crew from New York could describe the situation. Another eye-witness account came from an announcer atop the Bell telephone building at Wheeling.

On a Tottering Bridge

REACHING out to the very edge of the swirling torrents another pickup was made for a CBS announcer at the tottering abutments of a bridge over the Ohio at Wheeling. In addition to these special hookups the telephone company reached through the devastated area to cut in new stations for the national networks.

As is always the case in major disasters, the Bell System plant was called upon to use ingenuity to keep networks intact. An example of conditions it faced was furnished at Hartford, through which pass important broadcasting arteries. When an angry torrent tore out a bridge east of Hartford and ruptured the telephone cables across it, program transmission men fed the New England networks through Springfield. Shortly afterward ice and floating timbers at South Hadley Falls tore the sheathing from the Albany-Springfield cable and the broadcasting channels in this cable had to be rerouted over lines through Hartford. When not long after a power shortage rendered many of the lines through Hartford inoperative network service into new England continued over a new route to Springfield and the program in the New York studio reached Hartford itself over a line through Springfield, Boston and the already restored line from Providence to Hartford.

Faced with a power shortage at the height of the catastrophe in Pittsburgh, which necessitated saving every milliwatt, the Pittsburgh office had to cut off the program transmission "Repeaters" — the vacuum tubes that amplify the program as it travels along the wires. To make good this loss of energy the telephone company fed the program back into Pittsburgh through repeaters at New Castle, Pa., and boosted the gain of the repeaters on either side of Pittsburgh. When the same thing happened at Hartford and repeaters had to be cut out, vacuum tubes in the Springfield office gave the program the needed boost.

Among the reports that reach the desk of the general manager of the long lines department of the A. T. & T. at New York is a chart showing the troubles experienced on program transmission lines. The curve will show an upward trend for the flood week for it is in the nature of a microscope on the departments network service. In order to make the troubles visible on the chart measurement is in terms of "trouble per million circuit mile hours".

WWVA, Wheeling Becomes Saviour For Million Souls

Jumps Into the Breach to Aid Victims and Direct Relief

By GEORGE W. SMITH
Manager, WWVA, Wheeling

AT THE first warning from the U. S. Weather Bureau that the Ohio Valley would be visited by the worst flood in its history, decks were cleared for action and WWVA, Wheeling, made preparations for the crisis. As the raging waters rose foot by foot, it became more and more evident that WWVA was destined to be the saviour of a million or more persons, swirling, raging currents carrying debris almost mountain high, laid everything low that dared to interrupt its mad dash Southward. Telephone lines went —telegraph lines suffered a similar fate—waters rose to choke the busy hum of newspaper presses—and finally the tragic toll of "lights out" climaxed the gruesome situation. But through all this chaos rose the WWVA signal—it pierced the very horror of it all with unrelentless accuracy. Hour after hour—87 without a single interruption—radio men stood at their various posts with but one supreme thought—SAVE!

"Showmanship", the cry of present-day commercial broadcasting, had its ace opportunity to prove its worth. But to be sure, it was not planned showmanship—it was of a brand inspired by frantic cries for help from women and children —announcers took their microphone posts with such cries ringing in their ears and pleaded for help. A frantic appeal for a physician to attend a woman who was about to give birth to a child; a man being dashed down-stream on a pile of debris; a woman and four children screaming for help from the second story of a house surrounded by raging waters; and appeals to rescue tiny babes, were but a few of the tragic incidents which inspired a brand of radio showmanship in the WWVA staff which no radio man could ever create.

And Then the Crest

EVERYTHING that is sacred in everyday radio broadcasting procedure was completely sidetracked and if such procedure had not been the order the great Ohio Valley flood catastrophe would have been much worse. Outpost broadcasting points were established with lightning-like rapidity. It mattered not that telephone lines were out of commission—engineers ran their own lines right to the very heart of the raging waters, with the result that lives were saved—many of them! Rescue crews were given specific directions. They were told through loud speakers where to go and for what reason, with the result that radio broadcasting saved many lives.

But as the Ohio River reached its crest of 55.5 feet and all persons with the exception of sixteen were safe, WWVA faced another grave situation, that of cooperating with the American Red Cross in the enormous task of providing food, clothing and shelter for refu-

(*Continued on page 61*)

Are Programs for Children Worthwhile?

By H. P. LONGSTAFF*
University of Minnesota

Entertainment Found to Be Popular and Quite Effective In Making First Sales of Commodities Advertised

CHRISTINE FREDERICK, writing in *Business Bourse* in 1929 under the title "Selling Mrs. Consumer", states that recent studies have revealed that 90% of American spending power is in the hands of women. On the basis of these studies we find great emphasis being placed on the importance of directing advertising at the female buyer.

Kenneth Gode, in his book *Modern Advertising Makes Money* (Harper & Bros.), New York, states that the "only completely basic industry in America is raising girl babies." In certain respects this is true, but it must be borne in mind that women's purchases are influenced in part by the desire of those for whom the purchases are being made.

Though it may be true that Mrs. Consumer buys Mr. Consumer's suits, sox, shoes, etc., *undoubtedly Mr. Consumer has some voice in the type of article she purchases, and not only Mr. Consumer but also Mrs. Consumer's children.* This was definitely proved in a recent study made for NBC, by the Psychological Corporation. Quoting from this study: "The influence of children was found to be extremely high among purchases made by adults in grocery and drug stores." This being true, the present study was undertaken to investigate the effectiveness of children's radio programs as advertising mediums and their effectiveness in influencing the buying behavior of the children's parents.

Picked at Random

THE data for this study were obtained by having college students interview 1020 children, 590 boys and 430 girls ranging in age from seven to 15 years and living in Minneapolis and St. Paul.

These subjects were selected at random. Wherever an interviewer could find a child he interviewed him, although the bulk of the interviews were made with the children in their homes. Five children's radio programs were investigated —*Skippy, Buck Rogers, Jack Armstrong, The Air Adventures of Jimmy Allen* (CBS), and *Little Orphan Annie* (NBC). The products advertised by these programs were Phillips Milk of Magnesia toothpaste, Coco-Malt, Wheaties, Skelly gasoline and motor oil, and Ovaltine. These programs had been on the air for two years or more. This investigation was conducted early in May, 1935.

The results of this study are as follows: It was found that 98% of the children had radios in their homes. This may seem like a high per cent of radio homes, but CBS has published data indicating that on Jan. 1, 1935, 93.4% of homes in cities of 250,000 population or over owned radios. When we bear in mind that the children investigated in this study all come from class A, B or C homes our findings agree quite closely with those of CBS.

It was further discovered that on the average 73% of the children listened to these programs. Of those who listened 75% knew the product advertised by each program and 29% were using the product at present, while 31% had used the product. Combining those who do or have used the product we find that 60% of the listeners do or have used the commodities advertised by these programs. Three facts stand out from these data: First, these programs have been very effective in inducing children to persuade their parents to buy the products; second, while a large part of the buying involved was undoubtedly done by the mothers, the fact remains that the real selling had been done to the children and any producer assuming women to be the hub of American buying would be overlooking a very important factor, the influence of children in determining mothers' purchases; third, a slightly larger per cent of the children have stopped using the commodities than those that are still using them. In other words while these programs have been effective in making original sales, some factor or group of factors is operating which is causing the consumers to stop using the commodities. There was no data in this study which might indicate what was causing this loss. The writer has another study in process at present which may throw some light upon this.

Dividing the children into two groups (those who knew what products the programs advertised comprising Group 1, and those who did not know the products advertised comprising Group 2) we find when these groups were compared upon the basis of whether they were using or had used the commodity that 34% of Group 1 were using the commodity while only 14% of Group 2 were using it. Furthermore, 35% of Group 1 had used it while only 18% of Group 2 had used the commodity. This is proof of the necessity of associating program and commodity in the children's minds. And since this association has been established in the minds of 75% of the children listening, it indicates the decided effectiveness of this medium of advertising.

An analysis of the per cent of children at each age between seven and 15 years who listened indicated the largest number of listeners at ages 9, 10, 11 and 12, although in general the difference between these and the other age groups were small. This finding indicates that there is a tendency for the programs to be slightly too difficult for the younger children to understand and slightly too simple for the older children.

The use of the product was fairly evenly distributed among the age groups with no tendency for one group to use more of the commodities than any other, indicating the programs are not only effective for the group as a whole but for each group as well.

Study of Age Groups

AN ATTEMPT was made to discover the importance of intelligence in determining listening habits of these children and also their buying habits. Intelligence was measured by dividing the children into three groups: Those who were farther along in school than the average child of their age were considered mentally superior; those who were just as far along in school as the average child of their age were considered mentally average; and those who were not so far along in school as the average child of their age were considered mentally inferior.

This is only a crude criterion of intelligence but it is one that experience has shown to be fairly valid when making group comparisons. Using these three groups it was found that there was practically no difference between them as far as their responses to these programs were concerned. Just as many of one group who listened knew the commodity advertised by the program and used the commodity as did those of the other groups. Apparently these programs have been sufficiently simplified and appeal to motives so basic that they are equally effective for dull, average, and bright children.

Little difference was found between the listening habits of boys and girls, about 10% more boys than girls listen to these programs, 13% more boys than girls know the commodities advertised by the programs and about 4% more boys use the commodities than do the girls.

In conclusion the children's radio programs investigated in this study were found to be very popular among children, as well as quite effective in making first sales of the commodities advertised. There was evidence that some factors were operating against continued use of the commodities once they were purchased. Sex differences in the listening behavior and effectiveness of the programs was found to be small and intelligence was found to be an unimportant factor in determining listening and buying behavior of the children.

*This article is a summary of a detailed report to appear in the April issue of the *Journal of Applied Psychology*, published by J. P. Porter, Ohio University, Athens, Ohio.

SPORTS PROGRAM SELLS SHOES

GallenKamp Stores Draw Big Audiences by Recreating High School Athletic Contests

GALLENKAMP STORES Co., operators of a Pacific Coast chain of retail shoe stores with headquarters in San Francisco, wanted a radio program that would push the sale of shoes for high school boys in that city. What type of program desired was hard to decide. It had to be inexpensive and something to hold the youthful listener as well as members of his family.

Broadcasting of sports events was suggested by W. N. McGill, manager of KGGC, San Francisco. It was considered, but when the plan was set out to broadcast prep school football games direct from the stadium an unusual objection was raised. Attendance at these games, it was discovered, was almost 100% among the high school students, the potential customers. Why broadcast the games when, by the very nature of things, the audience wanted could not possibly listen in to the program, was the prospective sponsors argument.

It seemed as though the contract was going to be lost, but a happy solution was worked out. It was suggested that the games be recreated. The sponsor was willing to try, and GallenKamp's have been kept thoroughly satisfied for two years with a constant increasing appropriation for radio advertising to prove it. As a result they are now broadcasting recreations of prep school basketball games over KGGC. To recreate these sports events is not any easy task, according to McGill. Every major high school game is thoroughly covered by George Tolin, KGGC's sports announcer. An assistant thoroughly familiar with the participating personnel accompanies him to each game and complete notes are taken of every play.

The two reporters then rush back to the studios and 30 minutes after the game is over they are recreating the event over the air. Sound effects are handled by the assistant who helped report the game. His memory is still fresh as to actually what transpired. Cheers and whistles are recreated exactly as they took place during the actual game

"Infinite pains are taken to create the illusion of actual broadcast of each game," McGill said. "Accuracy is much more necessary than if the broadcast actually took place from the field because the players and spectators are listening, actually reviewing the game. To pronounce incorrectly a name or give an incorrect yardage is a major 'faux pas'. The student body and players all listen ardently to each game, for what is more interesting than to hear the announcer getting excited over a run *you* made down the field?"

The sponsors are thoroughly satisfied, declaring that the results of a small appropriation are showing big returns in dollars and cents.

Warner Bros. Reneges on Offer And Seeks Five-year Contract

Stations Told by Mr. Baldwin They Must Evaluate New Demands on Basis of Own Requirements

FIVE-YEAR contracts, to parallel those of stations with ASCAP, were offered March 25 by Warner Bros. publishing houses on a take-it-or-leave-it basis, to become effective when the present temporary contracts with some 250 stations expire April 1.

This startling demand was made of James W. Baldwin, NAB managing director, after several days of discussion with Herman Starr, Warner vice president. It prescribes that full-time stations shall pay, monthly, four times their local or retail rate, if any, whereas under the temporary three month contracts, the royalty was four times the highest quarter-hour rate.

Reneging on the agreement to work out a per piece method of compensation which was to have become effective April 1, Warner proposes to include in the five-year contract a provision that the contract is cancellable if 75% of the copyright agencies and of the stations agree upon a per piece basis.

Rates for small stations, or part-time stations, under the five-year proposal, would be correspondingly lower, generally amounting to about one-half of what the larger full-time stations would pay.

Up to Each Station

MR. BALDWIN immediately dispatched to all stations holding Warner contracts a letter setting forth the Warner proposal. He said that a situation exists "which must be evaluated by each broadcaster in the light of his own requirements."

For several weeks it had been indicated that Warner would not offer a per peice basis, but it had been anticipated that it would offer another month's extension of present arrangements.

It has been apparent for some time that perhaps less than half of the some 250 stations holding temporary contracts to perform Warner music, would not renew. Now, with the five-year ultimatum, only stations which feel they cannot risk infringement suits will renew, and then only under vigorous protest.

Larger stations, which have means of checking music performances, have learned by the experience of the last three months that the price paid for Warner music per selection, far exceeds what they construe to be equitable royalties. Moreover, they have discovered that only about 7 or 8% of their performances are from the Warner catalogs. On the average, it is understood, the price has run about $1 per rendition.

Mr. Baldwin's letter follows, in part:

I visited with Mr. Starr this week. His position concerning per-piece remains unchanged from that expressed to the Advisory Committee namely; that so long as the broadcasters continue to pay for music on the basis of a flat fee such as is done with the ASCAP he cannot find a formula which will insure to him the minimum amount of money which he considers he is entitled to receive for the use of MPHC music. In further explanation of his position he says that the broadcasting industry has not cooperated with him, that generally the industry has endeavored to avoid using his music and that, therefore, he cannot expect any better cooperation should he adopt a per-piece plan.

A number of other reasons were assigned by Mr. Starr including the claim that when the broadcasters signed new five-year blanket contracts with ASCAP on January 15th the problem of working out a per-piece plan for his music was made extremely difficult.

He advised me that the best he can do under all existing circumstances is to offer an extension of present licensing agreements with these exceptions:

1. He will use as a base the local or retail rate where such a rate exists.
2. He will require reports covering only Warner Brothers music.
3. He will change the favored nation clause so as to allow the MPHC sufficient latitude to avoid inequalities.
4. He will incorporate in the new agreement a provision which will permit cancellation in the event a per-piece plan can be found which is acceptable to 75 per cent of the copyright agencies and broadcasters.
5. He will offer the agreement for a period of five years.

It is plain that a situation exists which must be evaluated by each broadcaster in the light of his own requirement.

From Judge

"Hi-ho, everybody. Reverend Follingby speaking!"

Lost Promotion

WARNER houses have not fared well since the defection from ASCAP at the end of the year. They withdrew because they claimed that their cut from the ASCAP royalty jack-pot was not sufficient —amounting to something more than $340,000 last year for the publishing houses and an equal amount for Warner composers. Even if all of the present station licenses of Warner renewed for a year on the present basis, the intake would be only about $200,000, it is estimated, of which one-half would have to go to composers.

Moreover, Warner tunes have lost popularity almost to the point of extinction because of non-performance over networks and the majority of stations. There has not been a hit Warner tune since Jan. 1, and the non-performance has rankled with the motion picture end of the Warner organization, since valuable radio publicity for its shows has been lost almost entirely.

More than ever now, the view is that Warner houses will return to ASCAP, despite repeated statements to the contrary by Warner officials. Talk of Warner setting up a "third network" as a means of propagandizing and performing its music is branded as pure hokum since the station facilities for such a chain are not available and since one cannot be established overnight.

Dumping of infringement suits upon stations, networks, hotels and night clubs by Warner publishers tapered off considerably during the last fortnight. Nineteen additional infringement suits against broadcasting stations were filed, along with eight against hotels and night clubs were filed. Suits against stations and networks alleging infringement of Warner numbers now aggregate 116, with damages sought in all, totaling nearly $4,000,000. In most of the station suits, maximum damages of $5,000, per infringement are sought, whereas the minimum damages specified in the law are

(Continued on page 67)

Broadcasters Battle for the Duffy Copyright Bill . . . .

FORMIDABLE groundwork for enactment of the Duffy Copyright Bill at the next Congress, should it be scuttled at the current session by stalling tactics inspired by ASCAP and its cohort organizations, has been laid before the House Patents Committee by proponents of the bill.

A glimmer of hope for writing the measure into law at this session still exists, but the race against time, and against a hostile Committee chairman and certain committee members, remain as obstacles to consideration by the House prior to adjournment which the administration is seeking within a month or two.

A change in majority committee sentiment from one of active opposition to the Duffy Bill to one of support for its major provisions, has been detected since proponents began to put on their case three weeks ago. The opposition began to melt after Senator Duffy (D-Wis.), author of the measure, and Dr. Wallace McClure, State Department official, had presented their arguments. And the shift became increasingly apparent during the presentation by the NAB of its arguments on March 17 to 19.

Hearings End April 3

A CONCERTED move led by Chairman Sirovich (D-N. Y.) to prolong hearings until April 23, whereas they were to have ended originally on March 19, was only partially successful. The Committee on March 23 forced a vote on continuance of the hearings and it was decided that they should be prolonged until April 15.

It was decided also that Rep. Lanham (D-Tex.) will preside, because of the illness of Chairman Sirovich.

A vote on the time limitations was forced by Rep. O'Malley (D-Wis.) with the active assistance of Rep. Deen (D-Ga.) and Rep. Church (D-Ill.) at the March 19 session after the NAB had completed its case. This was done over the violent opposition of Chairman Sirovich, who repeatedly has stated he did not favor the Duffy Bill on the ground that it would destroy ASCAP.

Of greatest importance has been the reversal of the view of several committee members on the elimination of the existing provision of law which sets the minimum statutory damage for innocent infringement of a copyrighted work at $250. Under the Duffy Bill the minimum would be eliminated altogether and the amount of damage would be left entirely to the discretion of the Federal courts, with a maximum limitation of $20,000.

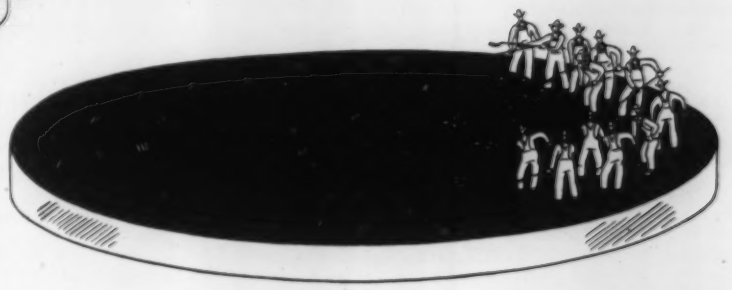
It is for retention of this provision that ASCAP has fought so valiantly since the hearings began Feb. 25. It has based its opposition to the bill primarily on the ground that elimination of the minimum damage provision would cause copyright piracy to run rampant and have the effect of destroying ASCAP.

The logic with which proponents of the bill broke down this argu-

(Continued on page 54)

COPYRIGHT QUARTET—Here is the NAB group which presented the broadcasting industry case March 17-19 in support of the Duffy Copyright Bill to the House Patents Committee. Left to right they are Louis G. Caldwell, Washington attorney; James W. Baldwin, NAB managing director; Sydney M. Kaye, New York attorney (all three of whom testified), and E. Stuart Sprague, former NBC attorney, who assisted.

WHERE YOU HAVE GROUND TO COVER



One Good Spreader Is Worth A Dozen Pitchforks

IN ANY FIELD of worth-while size, trying to increase productivity by the pitch-fork process, is a discouraging job, particularly when your neighbor does this job much more easily—and more profitably—with the right equipment.

Since the Iowa market is very much worth-while in size, trying to increase business through the small-station route is also liable to be discouraging, particularly when your competitor is using the one radio station big enough to do the whole job at once—WHO, with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers.

Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good spreader is worth a dozen pitchforks.

"GROUND TO COVER"

Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station — and only one—has the power to cover this rich area—WHO, with 50,000 watts.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager ***Phone 3-7147***

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Dr. Pepper Soft-Drink Series On TQN Spread to 17 Stations

Successful Tests on Texas Quality Lead to Renewal With Extended Program to Cover Extensive Area

SO SUCCESSFUL have been the showmanship, merchandising and results of the *Pepper Uppers* show, sponsored for the last year over the Texas Quality Network by the Dr. Pepper Co., Dallas (Dr. Pepper soft drinks), that the sponsor on April 5 will inaugurate a new campaign over a special network of 17 stations with the three TQN stations as a nucleus. The expansion of the network for its Sunday show, 5:30-6 p. m., utilizing special leased telephone lines, is regarded in Southwestern and Southern radio circles as a tribute to broadcast advertising.

The 5-cent drink is now distributed in 22 states through large syrup manufacturing plants in Dallas and Birmingham and with more than 250 bottlers, many of whom have used spot radio while the parent company was using both TQN and spot. The new hookup embraces stations in the company's distribution area, keyed from WFAA, Dallas.

MR. LOCKE

Custom-built Network

THE TQN stations, which have carried the program since April, 1935, first as a Sunday evening quarter-hour and then as a half-hour program, are WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio, and KPRC, Houston. On them the program has been renewed for another year, with the following 14 additional stations contracted to carry it for a six-month trial period starting at 5:30 p. m. (CST) but going to the 4:30 p. m. (CST) period on April 26: KGNC, Amarillo; WKY, Oklahoma City; KVOO, Tulsa; KTBS, Shreveport; KTHS, Hot Springs; WJDX, Jackson; WMC, Memphis; WAPI, Birmingham; WSB, Atlanta; WMAZ, Macon; WFBC, Greenville, S. C.; WWNC, Asheville; WSOC, Charlotte, and WSM, Nashville, the latter station joining the hookup April 19.

The show is presented before a studio audience of about 500 from the roof garden of the Adolphus Hotel, Dallas, tickets being distributed free. It consists of the *Pepper Uppers* orchestra led by Alexander Keese, WFAA program director, and using special arrangements by Tex Brewster; novelty comedy sketches by *Sugah and Her Boy Friends*, and the *Singing Boy Friends*, a vocal trio comprising J. P. Scoggins, Harry Hume and Hal Whittaker, WFAA staff artists.

"This special network," said Raymond Locke, vice president and treasurer of Tracy-Locke-Dawson Inc., Dallas and New York agency which handles the account, who personally supervises it, "is custom-built for the Dr. Pepper Co.'s peculiar territorial selling job. After a thorough study of the national networks, we concluded that only by creating our own network could we accomplish the results desired due to our intention to concentrate on our own market. With the able assistance of the management of WFAA, we tackled the seemingly impossible job of arranging a chain to suit our needs. We are proud of the successful culmination of this effort.

"The Dr. Pepper Co. went into radio as an experiment, but the fact that they have renewed on the Texas Quality Network for one year and have added 14 other stations for six months certainly indicates that we believe radio is a good sales medium for our product. We shall continue to maintain a well-balanced program divided between radio, newspapers, posters and store displays, each complimenting and helping to sell the others. One factor very much in favor of radio as an advertising medium is its definite influence on distributors and dealers. The fact that radio is primarily entertainment makes it a good conversational topic among distributors and dealers as well as among consumers. Thus radio offers word of mouth advertising as its by-product."

Tests Successful

SAID J. B. O'Hara, president of Dr. Pepper Co.:

"Nearly all Dr. Pepper bottlers who have visited in Dallas have attended public performances of the Dr. Pepper radio program, and have hoped for the day when it might be extended to include practically all territories. We feel that after a period of one year of testing in our home state, the program has developed into something worthy of application on a larger scale. The consensus of public opinion seems to confirm this popularity. We believe this step is particularly appropriate in 1936, during the Texas Centennial year—which happens also to be the 50th anniversary of the origin of Dr. Pepper."

THE ban on radio news columns in Hearst newspapers which hit the Pacific Coast March 13 is being utilized as a circulation builder by the Scripps-Howard *San Francisco News*, which on March 23 came out with a full page announcement of complete radio news coverage. *San Francisco Chronicle* has also increased its radio news section.

BULLETIN

..Richard C. Patterson, Jr., since October 1932 executive vice president of NBC, tendered his resignation March 27 to the monthly meeting of the NBC board of directors. It was accepted, becoming effective immediately, although it is understood his contract does not expire until October. Mr. Patterson did not disclose his future plans. Mr. Patterson joined NBC at the instance of M. H. Aylesworth, former president, recently succeeded by Lenox R. Lohr, to take over the position formerly held by the late George McClelland. For five years before 1932 he had served as New York City's Commissioner of Correction, and before that he had been an executive with the J. G. White Engineering Co. and the E. I. duPont de Nemours Co. He also had a distinguished Army record.

ABC TO USE WIND AS CHICAGO OUTLET

SIGNING of WIND, Gary, Ind., as the Chicago metropolitan area outlet of the projected new Affiliated Broadcasting Co. network of Midwestern stations, was announced March 20 by the ABC headquarters in the Chicago Civic Opera Bldg. The network, headed by Samuel Insull, former utilities magnate, is scheduled to get under way late in April, it was formally announced.

With WKBH, LaCrosse, Wis., also added to take commercial programs, the new regional network will start with 19 outlets which, with the exception of WIND, have been divided into three state groups to be made available to advertisers as individual networks or in combination. Each group, however, must be bought as a unit. WIND is available as an auxiliary to any state group if time can be cleared on it, since the ABC network announces that it will not have any "key" station as such in Chicago or any other point.

Programs will originate in the Chicago headquarters, where Max Halperin is program director and Malcolm Engle is production manager. Ota Gygi is vice president in charge of operations, with Mr. Insull as president in active charge of the entire venture. The state groupings will be as follows:

Wisconsin Group — WOMT, Manitowoc; WHBL, Sheboygan; WRJN, Racine; WKBH, LaCrosse; WCLO, Janesville; WHBY, Green Bay; KFIZ, Fond du Lac, and WDGY, Minneapolis, Minn.

Illinois Group — WTAX, Springfield; WJBL, Decatur; WHBF, Rock Island; WCLS, Joliet, and WIL, St. Louis, Mo.

Indiana Group — WTRC, Elkhart; WEOA, Evansville; WWAE, Hammond; WBOW, Terre Haute; WLBC, Muncie.

Hearst Radio Order

DROPPING of all radio columns and news matter pertaining to radio, with only program listings retained, was ordered in all Hearst papers in March by William Randolph Hearst. Radio editors were assigned to other jobs. No reason for the order was given, although it was recalled that the Hearst newspapers took a strong editorial stand against the carrying of a speech by Frank Browder, Communist party leader, on CBS.

Chevrolet's Discs Enter Second Year

Biggest Spot Account Includes 383 Stations, Network Talent

CHEVROLET, largest spot transcription account ever placed, begins its second year April 19 on 383 stations, according to an announcement March 23 by World Broadcasting System, which, in collaboration with Campbell-Ewald Co. Inc., Detroit, places the campaign.

The new WBS series will star Rubinoff and his violin, with Jan Peerce, tenor, Virginia Rea, soprano, and Graham McNamee as announcer. All have been heard on Chevrolet's Saturday night series on an NBC-WEAF network, which ends shortly. The new schedule will present these artists in three weekly 15-minute periods for 13 weeks. On the final 13 programs, additional guest stars will be featured.

Biggest Spot Account

DURING the last year Chevrolet has smashed all records for spot account expenditures, having used the largest number of stations ever purchased by a single advertiser. In all, the campaign in 1935 involved expenditures of approximately $1,500,000 for time and talent.

Rubinoff and many of his new cast have never before broadcast by electrical transcription, although the account is the second "big name" show to be presented by WBS in a tailor-made series. Kroger Grocery series recently presented such artists as Frank Tours and his orchestra, Lanny Ross, Rudy Vallee, Dick Powell, Frances Langford, Bobby Burns, Walter O'Keefe and Molasses 'n' January, all of whom then made their initial appearances on transcribed programs.

According to WBS, Rubinoff, by his appearance in the Chevrolet dealers series will become the most widely heard artist on the air, with 14,625 broadcasts, totaling 3,875 hours of entertainment, scheduled for the 375 stations.

NAB Chicago Convention May Be Held July 12-15

ALTHOUGH definite plans must await the judgment of the executive committee, indications are that the 14th annual convention of the NAB will be held July 12-15 in Chicago. Those dates tentatively have been reserved by the NAB in lieu of the middle of June which originally was favored by James W. Baldwin, NAB managing director.

Mr. Baldwin, probably within the next fortnight, will solicit the views of his executive committee on the convention and on the selection of hotel headquarters. In all liklihood, the Palmer House will be selected, although the Stevens Hotel also is being considered. The executive committee comprises President Leo J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin.

WHIO, Dayton, O., on March 17 was authorized by the FCC to increase its daytime power to 5,000 watts.

Scan these "Call letters"

for the best PROOF that

Associated
Recorded Program Service

is the CLASS Library . . . . for a CLASS radio audience!

By *class* we do not mean "high-hat," but high quality . . . a recorded program service that rivals—in talent, production and *reproduction*—the best of the network shows • • • A diversified, *flexible* library of more than fifty hours of continuous programs . . . by famous name bands, large symphony orchestras, opera companies, outstanding singers and choral groups, novelty combinations and popular dance music • • • Recorded with thrilling naturalness . . . Western Electric Wide-Range Vertical-cut (Hill and Dale) . . . and *quietly* pressed on VINYLITE • • • That's why we are able—and proud—to present such an imposing list of subscriber-stations, in key radio cities, after only a few months of demonstration. Frankly, we concentrated on large city stations—where competition was keenest—to test convincingly the *entertainment* and *selling* quality of ASSOCIATED RECORDED PROGRAM SERVICE. The initial list at right tells the story . . . gives the PROOF • • • Write for illustrated brochure and full particulars.

Produced by

ASSOCIATED MUSIC PUBLISHERS, INC.
25 WEST 45th STREET • NEW YORK CITY

The key stations are going "ASSOCIATED"

ASSOCIATED Subscribers
(as of March 15, 1936)

WNAC	Boston
WAAB	Boston
WICC	Bridgeport
WEAN	Providence
WHEC	Rochester
WCPO	Cincinnati
WTMJ	Milwaukee
WMAS	Springfield
KMBC and W9XBY	Kansas City
KFWB	Hollywood
WIP	Philadelphia
WGR and WKBW	Buffalo
WINS	New York
WFIL	Philadelphia
KSL	Salt Lake
KGMB	Honolulu
WCAE	Pittsburgh
WBAL	Baltimore
KMOX	St. Louis
WKRC	Cincinnati
WXYZ	Detroit
WCFL	Chicago
KHJ	Los Angeles
KFRC	San Francisco
KGB	San Diego
KDB	Santa Barbara
WTCN	Minneapolis
WBT	Charlotte

Some Sales Tips by Prof. Lloyd James

Distinguished British Linguist Favors Standard Speech And Suggests Over-Stimulus Is Dulling Public Ear

FRANKLY, this magazine is surprised. Pleasantly surprised.

We went to a distinguished British scholar, now visiting America, and asked him for a frank opinion of our broadcasting methods and for suggestions on how we might profit by Britain's example.

What we expected was valuable theoretical information—but what we got was valuable *practical* information.

See if we're not right in thinking there are actual sales helps in the following statements by Prof. A. Lloyd James, honorary secretary of the British Broadcasting Corporation Advisory Council on Spoken English and professor of phonetics at London University.

In the first place, Prof. Lloyd James, who on March 20 completed a series of broadcasts on NBC's *Magic of Speech* program and who earlier had been heard on CBS and various shortwave stations, finds us singularly disagreed as to what constitutes good "American English" for broadcasting. One representative radio official gives him one idea—perhaps "cultured speech". Another tells him the only requirement is for the speaker to "talk naturally".

PROF. LLOYD JAMES

Some Model Voices

"IT MIGHT not be a bad thing," the professor told our reporter, "for your broadcasting companies to call together a committee to help them select representative American speakers. Their voices could be recorded and used as models. The President's English has always seemed to me as truly representative of American usage as what is known as King's English in my country. Recordings of President Roosevelt's voice might well be made the basis for some kind of national agreement as to acceptable American English suitable for universal currency over radio."

And why have a standard of speech?

Well, for one thing, it would help sponsors to sell their products. It would help break down the national, state and even local prejudices against "outsiders" who speak a different language. And, as we all know, the announcer who reads your commercial message is often the victim of this attitude.

"These prejudices," Prof. James explained, "rest on idiosyncrasies of speech. If a man doesn't talk your kind of accent you consider him a fool, a snob or a knave. He may be all three, but anything that helps to remove such prejudice is good. The ultimate aim is the unity and solidarity of the great English language."

That unity and solidarity, of course, has a wide political significance. But what may interest you more is its effect upon the radio salesmen, who are trying at the present time to compete with Southern drawls, Yankee twangs, Western, Midwestern and Canadian speech preferences. Think how much simpler *your* problem would be if there could be *one* speech that, eventually, pleased everybody!

"I have listened with great interest to your commercial announcements, coming, as I do, from a country where none are admitted. I observe many announcers trying to knock into the public mind the virtues of this medicine or that soap. They use a form of speech accent reinforced almost beyond recognition in their attempt to stress the point at issue.

"I gravely suspect the psychological soundness of this technique. There is such a thing as ramming words into the heads of the public in such a way that the public becomes dulled to perpetual overstimulus. This is a purely linguistic point. I give it to you for what it is worth."

Throughout the interview Prof. Lloyd James made it plain that he was considering our problems from the standpoint of a professor of linguistics. Also, that he had not had opportunity for an exhaustive survey of radio. Also, that he makes no comparison between radio here and radio elsewhere. He is a disinterested scholar, championing neither the commercial nor the government-monopoly system of radio such as Britain's.

"English is a language of strong accents, falling at recurrent intervals. Normally spoken English, with natural accents, is a beautifully rhythmic performance," he said. "May I suggest that the time has come in American radio to give more attention to this matter, whether in educational, entertainment or commercial broadcasts; that the normal speech of the educated American be given a fair chance and that hysterical plugging of isolated words be abandoned. I am convinced, on purely psychological grounds, as a linguist, that this is an experiment worth trying."

Too Swift a Pace

THEN there's the matter of speed, Prof. Lloyd James has had to give up listening to a number of our programs because the speakers completely outdistanced him!

"I can understand this, since the price of seconds on the air in America must be very considerable," he remarked. "But there is such a thing as 'critical speed' beyond which intelligibility begins to suffer. Many of your speakers seem inclined to exceed this critical speed, leaving the listener panting behind them, gasping for breath and finally giving up all hope."

Our question—after the professor had outlined his views on speech control with respect to rhythm, accents, speed, etc.—was, "Should we all, then, try to talk alike?"

"Not at all," he said. "That would not be advisable, nor would it be possible. If we all aim at the same target we don't all hit it; but we do have unity. Our efforts all have the same direction."

And what would this theory do to the comedians — Fred Allen, Amos 'n' Andy, nasal Portland Hoffa and dumb-talking Mary Livingstone? If Prof Lloyd James' experiments were followed would they all have to pattern their speech after President Roosevelt?

No! "Linguistic humour", as he calls it, is a thing apart. There have always been people who affected strange speech for the sake of getting a laugh, and there always will be. Standardized English would be a boon to comedians instead of a menace. The fewer funny tricks other people used in their talk the easier it would be for comedians to stand out.

News broadcasts came in for comment, though no criticism, from the professor.

"It is our purpose in Britain," he said, "to remove completely the personality of the announcer, and to present to the nation a sober, unemotional recital of news of the world. We let the public supply its own emotional reaction. In America I am therefore surprised at the personal part played by the commentator. I find your radio news written in racy journalistic style, full of metaphor, emotional adjectives and adverbs, and frank criticism. You tend to listen not so much to a sober recital of events as to the effects of these events upon your commentator or those who write his material."

In addition to his appearances before the NBC microphone, Prof. Lloyd James addressed a private meeting of NBC announcers and production men. He gave them much of the information printed here and a background on the subject of linguistic theory. He also participated in a series of broadcasts over shortwave station W1XAL, Boston, where experiments in cultural programs are being made under the direction of Walter S. Lemmon; and with the support of the Rockefeller Foundation, under whose auspices Professor Lloyd James is visiting this country.

"I heartily commend the work of W1XAL to your attention," he told us. "America is a large country and has room for many radio systems. You may possibly find room in the near future to develop, alongside the present commercial broadcasting system, a non-commercial system devoted exclusively to culture and education."

Billings of NBC-WEAF and CBS Attain Highest February Totals in History

CBS and NBC-WEAF network billings for the 29-day month of February were the largest February totals since the inception of either network. CBS billings were $1,909,146, an increase of 15.4% over February, 1935. The NBC-WEAF network accounted for $1,691,524 during the month and the NBC-WJZ network had billings of $1,015,624, with the former showing a 4.4% increase over a year ago and the latter a loss of 5.2% but a big gain over January, 1936.

Mutual Broadcasting system accounted for $152,064, with no comparative figures available for last year. The Mutual figures are only for the four basic MBS stations.

Networks' Gross Monthly Time Sales

	1936	*% Gain Over 1935*	*1935*	*1934*	*1933*
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
MBS					
January	$157,720	...	.....	.....	.....
February	152,064	...	.....	.....	.....

Correspondent in Paris Is Appointed by WMCA

THE UNUSUAL example of an individual radio station appointing a "foreign correspondent" was disclosed last month when WMCA, New York, announced the appointment of Jean De Lettre, French composer of *Hands Across the Table* and other songs, as its correspondent in Paris. De Lettre, who sailed March 14 for France, will gather gossip and news of the theater, art and society as it interests American listeners, and will prepare special electrical transcriptions which will be forwarded by fast boat to New York each week. He will also bring other voices before the recording mikes from time to time. The first of these broadcasts will be heard over WMCA in April, and they will also be piped to the Inter-City Group.

U. S. RADIO dealers sold 5,375,000 receiving sets during 1935, a gain of 14.5% over 1934, and 75,000,000 tubes, a gain of 6%, according to the trade journal *Radio Retailing*.

This SUMMER Maintain Your SALES LEADERSHIP This EASY WAY!

—Buy time on one of KNX's popular day or night participating programs—SEVEN in all from which to choose!

For Southern California Coverage
(Daytime)

1. **BREAKFAST CLUB**
   6:30 to 8:00 A. M. Daily
2. **POLLY PATTERSON'S PANTRY**
   8:15 to 8:30 A. M. Monday through Friday—8:15 to 8:45 A. M. Saturdays
3. **FLETCHER WILEY'S "Housewives' Protective League"**
   11:00 to 11:30 A. M. and 3:30 to 4:00 P. M. Daily except Saturday and Sunday
4. **EDDIE ALBRIGHT'S**
   10 O'Clock Family
   10:00 to 10:30 A. M. Daily except Sunday
5. **THE BOOK WORM**
   2:00 to 2:30 P. M. Daily except Saturday and Sunday

●

For Far Western Coverage
(Nighttime)

6. **CROCKETT FAMILY**
   9:30 to 10:30 P. M. Sunday through Thursday
7. **KNX BARN DANCE**
   8:00 to 10:00 P. M. Saturday

KNX "THE VOICE OF HOLLYWOOD" . . . Natl. Repr. JOHN BLAIR & CO.

Shaw Leaves NBC For Agency Post

HeadsMcCann-EricksonRadio; Bachem Becomes Successor

THE SECOND major defection from NBC sales executive ranks to advertising agencies within a month was announced March 23 when Donald S. Shaw, for the last two years eastern sales manager, resigned to become assistant to H. A. McCann, president of McCann-Erickson Inc., New York agency, taking charge of all radio activities. The resignation is effective April 1 when John H. Bachem, Mr. Shaw's assistant at NBC, succeeds him.

Mr. Shaw

Mr. Bachem

The resignation of Edgar Kobak, NBC sales vice president, effective March 1, left that department in the hands of Roy C. Witmer, who has taken over all of Mr. Kobak's former duties and who will continue in that post. Mr. Kobak on March 15 joined Lord & Thomas as vice president headquartering in New York.

Mr. Shaw, coordinating all McCann-Erickson radio activities, will supervise the radio angles of such accounts as Beech-Nut Packing Co., Consolidated Gas Co., Ford dealers, Humble Oil & Refining Co., Langendorf United Bakeries, Stanco Inc., Standard Oil and Zonite Products Co. Mr. Shaw joined the NBC sales staff in 1933, having been graduated from Brown University in 1920 after which he was with Larchar Horton Co., Providence agency; George L. Dyer, the Biow Co. and William & Saylor, New York agency. He also formerly served in the advertising department of Vacuum Oil Co., and at one time was partner in his own agency of Cleveland & Shaw.

Mr. Bachem joined NBC in 1932 after 14 years in the magazine field, where his affiliations included the Butterick Co., Doubleday, Doran & Co., and International Magazine Co. In line with his new policy of encouraging promotions, it was also learned that President Lohr of NBC is studying the possible selection of one of his men to coordinate all sales promotion and publicity activities.

Kellogg Supplements

KELLOGG Co., Battle Creek, Mich. (cereals) was to pipe *Gene & Glenn* from Des Moines to WCCO, Minneapolis, beginning March 30, 8:30-8:45 a. m., Mondays through Saturdays. After daylight saving goes into effect the program will be expanded to a half-hour, 8:30-9 a. m., on the same daily schedule. The program supplements that now broadcast over Corn Belt Wireless Network. It is a rebroadcast of the Corn Belt program, sent over telephone wires to WCCO and not a radio rebroadcast, as in the case of the Corn Belt network. N. W. Ayer & Son Inc., New York, placed the account.

Big Independents Organizing Under Leadership of Crosley

Mr. Crosley

DEFINITE plans for the formation of a cooperative independent broadcasting station organization, to fight the economic battles of station members, notably on the copyright front, were made made March 26 in Cincinnati at a meeting called by Powel Crosley, president of Crosley Radio Corp., operating WLW and WSAI, Cincinnati.

As BROADCASTING went to press March 27, it was learned the organization will be incorporated as "Independent Radio Stations", with some 100 or 150 leading independently owned stations to be invited as members. Mr. Crosley was elected chairman, and John L. Clark, general manager of WLW, was named temporary secretary. The executive committee comprises Mr. Crosley; John Shepard, 3rd, president Yankee Network; James C. Hanrahan, vice president, Continental Radio Co., Scripps-Howard subsidiary; Walter Damm, manager, WTMJ, Milwaukee, and Edwin Craig, vice president of National Life & Accident Co., operating WSM, Nashville.

The organization, it is understood, will in no way compete with or be supplementary to the NAB. Primarily responsible for its creation, it is felt, has been the network-affiliated station controversy, which was agravated by the copyright dispute that developed at the turn of the year when five-year ASCAP contracts were foisted upon all stations.

It is felt that such an independent organization of strong stations can better handle certain business dealings of stations on a group basis. Another meeting was planned for Sunday, March 29, in Cincinnati, with the object of employing special copyright counsel. A meeting also is planned in New York the following week.

Left to the executive committee will be the determination of which stations shall be invited to membership. Newspaper stations, it appears, will predominate.

Among those who attended the organization meeting called by Mr. Crosley were: Messrs. Crosley, Shepard, Hanrahan, Clark, Damm, H. Dean Fitzer, WDAF, Kansas City; Glenn Snyder, WLS, Chicago; Lee Coulson, WHAS, Louisville; D. E. Kendrick, WIRE, Indianapolis; H. K. Carpenter, WHK, Cleveland; C. P. McAssey, WCFL, Chicago; William J. Scripps, WWJ, Detroit. These and others were invited to attend the March 29 meeting, including W. E. Macfarlane of WGN, Chicago.

GOP Monthly Magazine Devotes Section to Radio

INDICATING the importance attached to radio speeches being made by administration officials, the Republican National Committee's new monthly periodical *Uncensored*, which made its first appearance in March, announced that its back cover page would be devoted to the subject of Radio each issue. In the initial announcement, headed "Cleaning Up the Ether", the Republican organ stated:

"Daily, if not more often, speakers representing the New Deal speak in the microphones in the hope that men and women all over the country will listen to and believe in their justification for their actions. There's a joke about this, however. There has not yet been developed any method by which a listener can answer back at the radio nor any means by which a radio speaker can be made accountable to his audience for the truth of his statements.

"In the belief that a vast majority of the people of the country are beginning to question the accuracy of what they are told by the New Deal, this page of each issue of *Uncensored* will contain the kind of facts and comments which you all would like to quote when you have finally tuned Messrs. Roosevelt, Ickes, Tugwell, Hopkins, Morgenthau, etc., off the air and gone to bed wondering what in the name of Republican liberty it's all about."

PROGRAM CITATION CLARIFIED BY FCC

PURSUANT to its newly-instituted policy of proceeding against broadcasting stations on program or other violations only upon bona fide complaints, the FCC March 25 made public a statement calling attention of all stations to the change in procedure in replying to notices of violation.

Haphazard citations of stations in the past, notably on so-called medical programs, led the FCC Broadcast Division to tighten up on procedure. In recent months there has been a sharp diminution in the number of citations, because of the newly instituted procedure of investigating the complaints, facts and circumstances before taking action. The announcement of March 25 follows:

Rule 105.23 of the Practice and Procedure of the Federal Communications Commission, which supersedes Rule 24 of the Rules and Regulations of the Federal Radio Commission, requires the licensee of a station to forward within three days after receipt of a notice of violation, a reply to the Commission at Washington, D. C., with a copy to the office originating the complaint when that office is other than the Commission at Washington. This procedure will afford the inspector citing the station for violation an opportunity to review the licensee's reply and present to the Commission for consideration, along with the reply, any facts and observations which are pertinent to the proper handling of the case.

BEATRICE FAIRFAX, counselor to the lovelorn, and Ethel Cotton, well-known lecturer and writer on the "art of conversation", have been signed under the management of the Columbia Artists Bureau for radio appearances before the microphone, both contracts being for terms of two years.

Radio Widely Used By Bell Companies

Most Bell System Subsidiaries Staging Spot Campaigns

NEARLY three-fourths of the 24 local subsidiary telephone companies of A. T. & T. are using or plan to use spot announcements to promote the new Sunday long-distance rates.

The campaign, handled separately by each subsidiary, started in January when Southern New England Telephone Co., through Batten, Barton, Durstine & Osborn Inc., New York, adopted spots to advertise the rates. Chesapeake & Potomac Telephone Co. of Baltimore staged a similar campaign about the same time. Scattered checkups indicated the locals more than got their money's worth although storm conditions, which usually boost long-distance business, made it difficult to appraise results.

Acting as a clearing house, A. T. & T. passed along to other locals the information it received from those that had tried radio. The use of spots quickly spread until now it embraces a substantial part of the country. A. T. & T. has encouraged locals to use announcements and has acted as a clearing house for information, continuities and other data.

For the most part the announcements have been made on Sundays, the sales message usually being of the direct type designed to bring quick action by urging listeners to go to the phone and take advantage of the lower toll rates. In a number of cases Saturday evening announcements have been employed.

Bell Telephone Co. of Pennsylvania had planned to start a spot campaign in mid-March but decided to delay it a few weeks when floods almost paralyzed the long-lines and local service in a number of sections.

Most of the campaigns are placed direct by the local companies, with the exception of Southern New England, using BBDO, and Michigan Bell Telephone Co., using N. W. Ayer & Son.

A typical campaign is that of Michigan Bell which during the week of March 23 started a four-weeks series of spot announcements over most stations in Michigan. Daytime announcements are of one-minute duration and the night spots are at station breaks. Fourteen announcements are broadcast each week, with a concentration of spots over the weekend.

Four Stations Organize Network in West Texas

FORMATION of West Texas Broadcasting System has been effected by managers of KIUN, Pecos; KNEL, Brady; KGKL, San Angelo; KRLH, Midland. Earl Yates, manager of KGKL, is managing director in complete charge of sales. Other directors are Jack Hawkins, KIUN; Raymond L. Hughes, KRLH; Grady Burns, KNEL.

At present the system is operating for unit selling of time to national advertisers but later it is planned to rebroadcast over the network programs originating at member stations. A coverage map and rate cards have been distributed.

TO SELL THE COMPLETE PITTSBURGH MARKET

You need KDKA to sell today's Pittsburgh market. Its service area more nearly corresponds to the entire Pittsburgh trading area than any other radio station. May we show you how?

KDKA 50,000 WATTS
NBC Blue Network
PITTSBURGH

One of NBC's Managed and Operated Stations

Spot Looms Larger on Radio Horizon

There's Much to Be Learned on This Subject, Which Daily Is Becoming More Important to the Industry

By LLOYD H. ROSENBLUM
WOAI, San Antonio

THE AUTHOR, a graduate of the Wharton School of Business and Finance, University of Pennsylvania, conducted for more than a year an exhaustive study of spot broadcasting under the direction of Dr. Herman S. Hettinger. He has recently joined the merchandising department of WOAI, San Antonio. The material presented herewith consists of a few excerpts from Mr. Rosenblum's thesis on the subject, which was based on a study of hundreds of advertisers, and interviews with advertisers, agencies and station executives.

PROBABLY the greatest difficulty of spot broadcasting is the lack of information on the subject. Sponsors themselves are often vague on the matter and though middlemen, agencies and stations are spending more time studying spot, it still is a mystery to many.

One of the causes lies in the fact that spot programs are broadcast at different times at different places on different stations in different markets, thus necessitating separate planning for each program. National spot is really local. It must be adapted to local conditions. Inquiries among users of spot show that half of them, aggressive in other forms of advertising and willing to admit spot can be fruitful, not only did not check results but did not even kno.. their results.

Spots as Supplements

IN A SURVEY of the use of spot as a supplement to networks, it was found that of 100 largest advertisers, 47 used spots as a supplement to their network advertising, with 53 using spot exclusively; of 100 medium advertisers, 23 used spot as a supplement, 77 used it exclusively; of 100 smallest advertisers, 13 used spot as a supplement, 87 used it exclusively.

Of 39 companies using transcriptions, 23 or 59% of those studied use spot exclusively and 16 or 41% use it as a network supplement; of 47 using live talent, 38 or 81.1% use spot exclusively and 9 or 18.9% use it as a network supplement. The latter are usually smaller companies.

Larger advertisers use more than one type of rendition in 48% of the cases studied. Medium advertisers use more than one type in only 36% of the cases while small advertisers use more than one type in only 18% of the cases reviewed.

More pressure should be placed on newer sponsors who are not sure of their experiment with transcriptions. Not only must the right advertisers be sold, but all advertisers must be told how to use transcriptions. Less emphasis should be placed on cost and more on flexibility. Sponsors on the whole are becoming more in favor of transcriptions and are having more success. Transcriptions thus have a definite place in the spot picture, are being improved and are increasing in volume compared to national live talent.

The fact that transcriptions are mechanical and less personal than live talent programs will keep them from occupying as high a spot volume as the latter type of rendition, but declining prejudice against them, fewer station restrictions, improvement of station's equipment for handling them, will help transcriptions become well established in the national spot picture. Such accounts as those of Chevrolet, Dodge and the Ex-Lax recordings prove this statement.

National spot is being looked upon from a positive viewpoint. No longer is it employed as the only recourse of a concern wishing to advertise over the radio and finding a small budget prevents the use of a network. Flexibility is the reason. Flexibility, or elasticity, encompasses first of all ability to adjust a program to distribution. A large national advertiser, through spot, gets where he wants to when he wants to; advertising where he has distribution, intensifying certain areas, supplementing his network programs, cutting down on waste circulation. Flexibility means he can enter a market on short, concentrated broadcasts. He can step in and out of any market with facility. There are no long contracts. A sponsor can pep up a lagging area; test a product, a new program, a new appeal; introduce a new slogan, package, product.

Flexibility enables a smaller regional advertiser to compete on equal terms with a larger advertiser. He does this by putting on a program in a market, introducing his product there, advertising it along with competing brands, gaining recognition, and then expanding into other markets similarly.

Helping the Dealer

DEALER cooperation was listed as the most singly important reason for using spot. This cooperation takes many forms. Chief among these is financial assistance. A local dealer can advertise cheaply to a limited, local audience. He is aided financially, and through merchandising tie-ins and advice in putting on the program. He becomes better known, more customers are attracted to his store, sales go up, he takes a more enterprising attitude and the manufacturer becomes more eager to continue advertising.

No longer, therefore, are cheapness and the time advantage the best reasons for spot. Overcoming time zone differences is also a part of spot's elasticity. It must be remembered, though, that time on an individual station depends largely on the availability of time on that station.

What does all this mean?

More sponsors are finding use for spot by fitting it to their individual advertising and distribution problems. They are picking out a definite segment of listeners in each market, investigating that market before broadcasting, appealing to these listeners where they want to, when they want to, how they want to, according to the specific requirements of each concern. Sponsors are realizing that spot not only can, but must be adapted to local conditions.

Spot will undergo many changes in the future. Much is left to be accomplished. Whatever happens, it can be said from this investigation that national spot will grow to an extent that will provide real competition for national networks and especially for the regional networks. Yes, the "spot" on the broadcasting horizon is looming larger.

Remedies for Vagaries

TO REMEDY the vagaries and problems of national spot the following steps should be taken:

1. Some organization should be established or one already established backed by sponsors, agencies, stations and other middlemen should prepare a complete pamphlet on the main types of potential spot broadcasters based on previous experiences, to show sponsors how to go about preparing a campaign, what to do, where to go to do it. Failures of concerns would be pointed out, specific data listed. Each area of the country could be subdivided and analyzed as explained.
2. Station representatives concentrate in one area and learn that thoroughly.
3. Transcription companies promote transcriptions over the radio to remove existing prejudice.
4. Stations apportion time to keep certain hours free for spot broadcasting, stations remove carelessly prepared programs, take more interest in the local market with intent to garner more local business, for regional or national spot broadcasts.
5. Sponsors use spot in conjunction with other media, giving it a special function perhaps but always tying it in with other media.
6. More sponsors take advantage of local character of spot and learn local business conditions better. This includes more cooperation and friendly attitude in giving help to dealers.
7. Copy the networks in analyzing markets, selecting stations, using and choosing merchandising tie-ins, fitting the campaign into the entire distribution problem, testing each area and program, expanding slowly and surely.
8. Build up a regular listening audience by broadcasting at definite regular hours as far as possible. (Stations should allot time for one minute announcements in the evening instead of restricting them altogether.)
9. Finally, improve the program. Remove superlatives, long winded commercials, improve the entertainment. Use transcriptions, use more than one type of rendition, depending upon market, product, etc. Cooperate, coordinate and don't compete with the chains. Do this by using spot for specialized problems and supplementing chains.

Wide World Photo

THE KING BROADCASTS—No tyro before the microphone is King Edward VIII, who as Prince of Wales was often rebroadcast here. Yet his first broadcast as King of England last month occasioned considerable comment when he used what the British called the American term "radio" in lieu of the usual British term "wireless". King Edward's radio popularity in the Empire is rivaled only by President Roosevelt's.

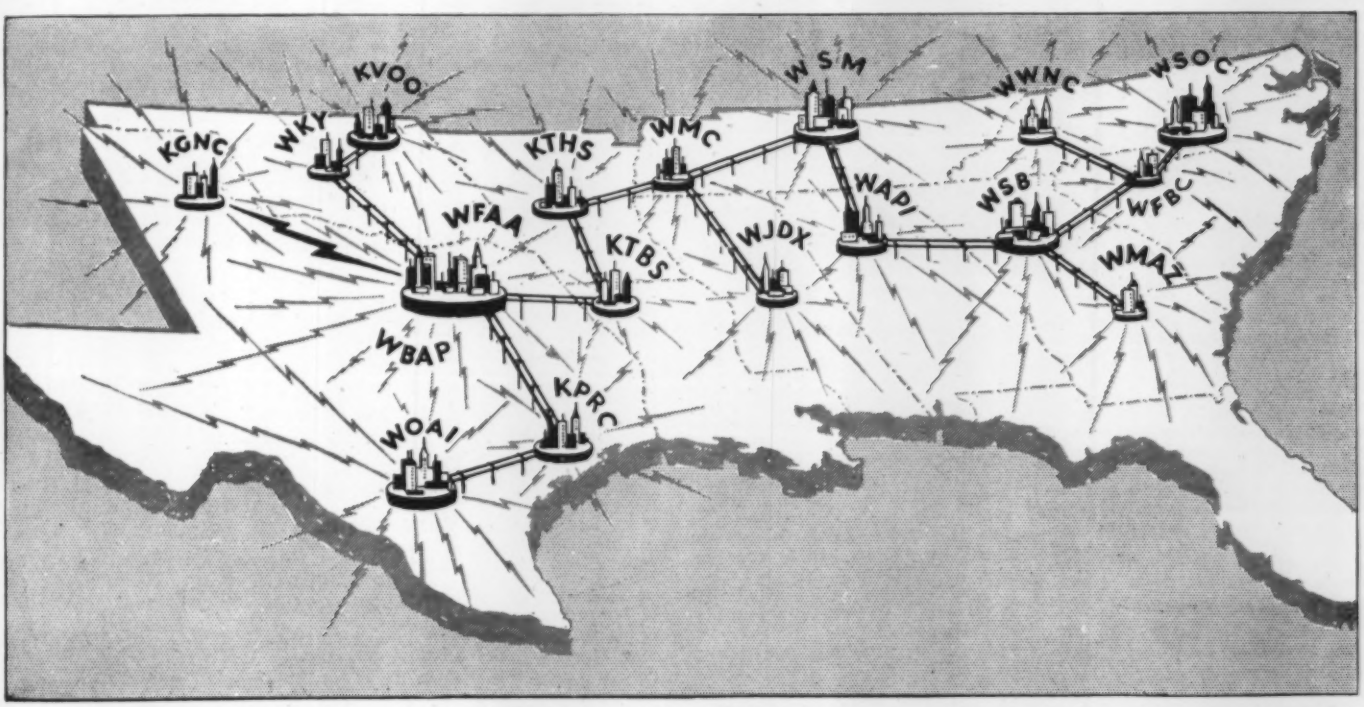
METROPOLITAN Opera's new spring series of Saturday matinees will be carried, starting May 16, on NBC networks, being heard first on the Blue and alternately thereafter on Red and Blue. Like the regular season just ended and carried on combined NBC networks they will be unsponsored.

After a One-Year Test on The Texas Quality Network . . . . .

This WFAA-Produced Program Expands to Giant Southern Hookup!

from **TQN** *to*

The Dr. Pepper Special Network



The Dr. Pepper Company, manufacturers of the Southwest's favorite soft drink, launched its first radio campaign on April 7th, 1935 with a modest 15 minute program. Originating at WFAA, it was transmitted over The Texas Quality Network, which also includes WBAP, Fort Worth, KPRC, Houston, and WOAI, San Antonio.

Immediately successful, the program soon expanded to a half hour show featuring a 20 piece orchestra and a galaxy of favorite local artists . . . Now, the "Pepper Uppers" makes radio history . . . expanding to a custombuilt network of 17 stations; the largest independent hookup ever formed in the South.

Dr. Pepper required an outstanding program; its distribution demanded a history-making feat . . . WFAA, working in collaboration with Tracy-Locke-Dawson, Inc., accomplished the unprecedented! . . . What are YOUR requirements? WFAA provides top-notch talent from solos to symphonies . . . production, publicity and merchandising services that bring results.

50,000 Watts

WFAA

Dallas, Texas

National Representatives:
Edw. Petry & Company

Owned and Operated by
The Dallas News—The Dallas Journal

Free Scope for Radio Is Urged By Paley in Report for 1935

Network's Net Profit in Year Amounts to $2,810,000; Reviews CBS Progress in Program Standards

A PLEA that broadcasting be left free from too much legislation and regulation, lest those "who would move too fast should strangle us", was made by William S. Paley, CBS president in his 1935 annual report, which showed that the network and its subsidiary companies earned a net profit for last year of $2,810,000. This was the equivalent of $3.30 per share on 852,335 shares.

The report showed that for the fiscal year ended Dec. 28, 1935, the CBS profit from operations, after depreciation of $466,582, amounted to $3,228,194. The earned surplus on Dec. 29, 1934, was $2,148,928 and the earned surplus for the corresponding date in 1935 was $2,742,936. Cash dividends quarterly of 40 cents per share, plus an extra dividend of $1 per share, were paid during the year, amounting to $2,216,071.

The balance sheet showed CBS at close of business Dec. 28 had total current and working assets of $5,533,450, and total assets of $7,811,953. Capital and surplus included 750,000 shares each of Class A and B stock authorized at $5 per share. Of these, 474,298 shares of Class A and 474,337 shares of Class B stock had been issued, with a value of $4,743,175.

The CBS gross time sales in 1935 aggregated $17,637,804. This was an increase of 19% over 1934. Other income, of course, was obtained from its subsidiary companies, notably in the concert and artist fields.

Mr. Paley referred particularly in his annual report to the strides made by the industry generally and by CBS in improving program standards. These, he said, have been rewarded by listener confidence and audience increases. But he pointed also to the pitfalls that beset the industry due to its growing stature, and he urged longer licenses.

Too Much Regulation

"THERE are wise people and wise organizations who would help us," said Mr. Paley. "There are selfish organizations and fanatics who would hamstring us. It is too soon to force our operations into any rigid mold. We should have longer license periods and we should be left free from too much legislation and regulation, and too much group pressure, lest those who would move too fast should strangle us. We have shown that voluntarily and under the stimulus of competition we can grow and improve and enhance our service, and we should be allowed to do these things. Moreover—and I say this reluctantly—I think the time has come for the public and for leaders of group thought throughout America to learn to distinguish among broadcasters.

"There are those who have lagged behind. I am sorry to say that our network standards are not the standards of all broadcasters. It would be a pity if networks and the finer individual stations, large or small, should be made to suffer for the sins of others. We pay tribute to the advances made by many stations wholly on their own account. For their sakes as well as our own, we take deep satisfaction in having proved more dramatically in the past year than ever before that better standards can be maintained, new goals reached, without outside forces compelling such improvement."

Listener interest has been intensified, listener hours have lengthened and the size of the radio audience has gained, the CBS president informed stockholders. He said 1,500,000 more American homes were equipped with radios in 1935, conservatively increasing the audience by 5,000,000 persons.

He added that 3,000,000 American families replaced old radio sets with modern ones, and that more than 3,000,000 automobiles are equipped with sets, while summer camps, winter resorts, trains and boats are now tuning in programs of the nation. For CBS, he estimated that of the 84,000,000 people who constitute the American radio audience, more than 95% are in the primary listening area of CBS stations, with nearly all the rest in the secondary areas.

The Public Service

MR. PALEY reviewed program policies instituted by CBS during the preceding year with gratifying results. These had to do with definite limitations on the amount of time devoted to advertising announcements; elimination of medical and kindred accounts, and formulation of more exact standards for broadcasts designed for children.

"Advertisers and their agencies," Mr. Paley asserted, "very generally cooperated. With fewer seconds in which to express their sales message, they became more adroit and more entertaining than ever before.

"And just as they worked with us in diminishing the amount of advertising talk over the network, agencies and advertisers enthusiastically accepted and applauded higher standards of taste, even when they found some given product unadvertisable under our standards."

In the field of public service Mr. Paley pointed out it became necessary for CBS, after a searching and dispassionate study, to promulgate a new and clarified statement of the pertinent principles which had guided the network from the first.

Public Service Principles

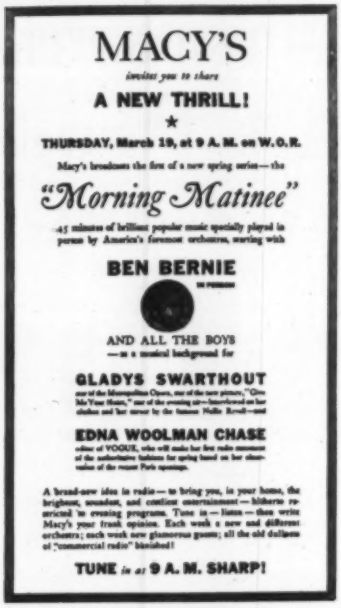
THESE he enumerated as follows: (1) CBS is completely non-partisan on all public controversial questions, including politics; (2) it does not sell time to individuals or groups for discussion of controversial public issues—the sole exception being that after the candidates for the presidential elections have been nominated, time is sold because during those months the parties require more time than CBS can afford to give away; (3) CBS is charged with editorial responsibility for what goes over its networks, allotting available time for discussion of public questions to spokesmen for opposing views, and in so doing seeks to maintain program balance.

Mr. Paley paid tribute to the press of America and the interest it has shown in freedom of the air and an "increasing determination to help us maintain this freedom and to sustain the American system of broadcasting". He continued:

"The fairness, intelligence and unselfishness with which notable newspapers all over the country have expressed views which help bring home to the whole nation the importance of keeping broadcasting in a democracy free and untrammeled seems to me to furnish a fine commentary on American journalism.

Network Facilities

"I MENTIONED earlier the importance of a network such as ours in assuming industry leadership and now I wish for a moment to dwell upon this. As the problems and requirements of broadcasting become more intricate, as the audience learns to demand more and more, it is going to become increasingly important for broadcasters to maintain elaborate organizations, to have the finest and the most expensive facilities in the great talent centers of the nation, and to maintain adequate program resources and connections throughout the world. In no sense am I decrying the fine work done by many individual stations when I say that networks primarily must meet the growing problems and requirements of broadcasting. It is inevitable that a new industry and a new art of such growing importance to all our people should be beset with problems and at times be-deviled by cranks. It is the job of the network to be forthright and courageous in the still early years of broadcasting and to lead in every fight for better broadcasting."


MACY'S
invites you to share
A NEW THRILL!
★
THURSDAY, March 19, at 9 A. M. on W. O. R.
Macy's broadcasts the first of a new spring series—the
"Morning Matinee"
45 minutes of brilliant popular music specially played in person by America's foremost orchestra, starring with
BEN BERNIE
AND ALL THE BOYS
GLADYS SWARTHOUT
EDNA WOOLMAN CHASE
TUNE in at 9 A. M. SHARP!

MACY'S PROMOTES — Its share in the "Morning Matinee" cooperative department store series on a special network with this newspaper advertisement.

Department Store Net Has 11 Outlets

Additional Stations Included As Series Gets Under Way

EXPANDING from an original hookup of seven stations to 11 outlets, the special cooperative department store network organized by W. L. Chesman, radio director of Donahue & Coe, New York agency, began its *Morning Matinee* programs March 19 with Ben Bernie and orchestra and Gladys Swarthout as guest stars and with Nellie Revell as master of ceremonies. As reported in the March 15 BROADCASTING, the special hookup carries varying guest star programs Thursdays, 9-9:45 a. m. (EST) in a 13-week test schedule sponsored by department stores in each of the outlet cities.

To the original network have been added WSPD, Toledo; WBAL, Baltimore, and WFIL, Philadelphia, with the following department stores added to the list of sponsors: LaSalle & Koch, Toledo; Hecht Brothers, Baltimore; Lit Brothers, Philadelphia. WGN, Chicago, expects to join the network on April 30 or May 7, depending upon whether time can be cleared, with Carson, Pirie, Scott & Co. as the Chicago sponsor.

Stores and Stations

THE HOOKUP has no relationship with MBS or any other network, being a special arrangement designed to stimulate department store turnouts with 1½ minute station breaks every 15 minutes allocated to the various stores in rotation and with the line costs and station time charges pro-rated among the sponsors. Programs are keyed from WOR. The sponsoring stores and the other outlets are: R. H. Macy & Co., New York, WOR; Boggs & Buhl, Pittsburgh, WCAE; May's, Cleveland, WGAR; Alfred Steiter, Hartford, WDRC; Kern-Ernst, Detroit, CKLW; L. S. Ayers, Indianapolis, WIRE; Jordan-Marsh, Boston, WNAC.

Seven Louisiana Stations Organized Into Network

SEVEN stations in Louisiana have been linked into a special network for a ten-week series of broadcasts from Louisiana State University on Sundays, with plans under way for sale of the group as a unit for other commercial accounts. Called the Southern Broadcasting Network, the stations began the University series March 22, keyed direct from the educational institution through WJBO, Baton Rouge.

Stations in the hookup are WJBO, WDSU, New Orleans; KLMB, Monroe; KRMD, Shreveport; KALB, Alexandria; KVOL, Lafayette, and KPLC, Lake Charles. The program is broadcast from 2 to 3 p. m. (EST) and includes an 80-piece symphony and talent arranged by the University. The series carries out the plan espoused by the late Senator Huey Long to bring the university closer to its alumni and to "sell" college educations to the parents of Louisiana's youth. The University pays line costs of $650 for the hour-program, plus station charges amounting to $350, or $1,000 for the network.

HITTING THE MARK

THROUGH EXPERIENCED PERSONNEL

With Station Tested Programs

Buying programs need no longer be a problem of hunches and hopes! Many of the stations on the John Blair list have outstanding sustaining programs of *proved selling ability* which are now available for sponsorship on either a spot, sectional, or national basis. Complete case histories and merchandising plans are also included.

Reproduction Equipment

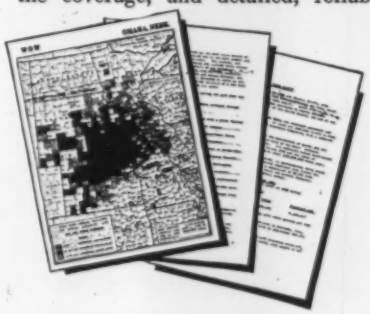
Several of these programs have been transcribed and are ready for immediate audition at any one of our four offices. Each John Blair office is completely equipped with turntables in order to present the best sustaining programs available for sponsorship.

AGENCY MEN

These services in the four John Blair offices were created to help you secure the best results in spot broadcasting for your clients. Every John Blair man has received intensive training in radio, — the majority have been station managers. You may with confidence, call him because this experience and background in the field of advertising and broadcasting enable him to make valuable and timely suggestions regarding the selection of markets, stations, and programs. Complete station presentations and a large fund of knowledge as to what has succeeded and what is most likely to succeed is but a part of his ready information. Call your nearest John Blair office today for comprehensive factual information on the use of broadcasting in these markets.

With John Blair Service

A complete factual presentation on all John Blair stations includes a comprehensive description of the market, a minute breakdown of the coverage, and detailed, reliable information on the station.



Furthermore, all John Blair offices and stations are in close contact by teletype to secure the latest time availabilities and programs for agencies and advertisers. No flash in the pan, these services have been continually improved each year and have proved their worth in the form of increased service.

STATIONS REPRESENTED

Chicago, Ill.
WLS
Columbus, Ohio
WBNS
Cedar Rapids-Waterloo, Ia.
WMT*
Des Moines, Iowa
KRNT*-KSO*
Detroit, Michigan
WWJ
Houston, Texas
KTRH
Los Angeles, Calif.
KNX**
Omaha, Nebraska
WOW
Phoenix, Arizona
KTAR
St. Paul-Minneapolis, Minn.
KSTP
Salt Lake City, Utah
KDYL
San Francisco, Calif.
KSFO**
Shreveport, La.
KWKH-KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.

John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7839	Douglas 3188

NBC Study Shows What Products Can Be Sold by Radio

Trends in Use of Major Media By Advertisers Analyzed

THE second volume of NBC's series of reports on "The Agency Stake in Radio" is titled *Straight Across the Board*, and has just been published for agency circulation. It presents a detailed record of the way 1,196 advertisers used the three major national mediums to advertise 1,296 products or homogeneous groups of products in 1929 and 1934.

The list of advertisers includes nearly all the important customers of the three major mediums and they accounted for 82% of all the national advertising in the three mediums in 1929 and 80% in 1934.

Provided in the analysis are concrete answers to questions usually answered by opinions and arguments. The record indicates exactly what changes have been taking place, what shifts in judgments, what underlying trends in advertisers' views about use of radio.

Purpose of Study

CHAPTER ONE explains the purpose and method of the study. Chapter two is entitled: "Where did radio's increase come from," Chapter three explains "What controls radio's share," Chapter four discusses consumers' good and producers' goods and whether radio is a good medium for advertising producers' goods in those cases where the consumer has a vote (Viz: Housewives may control the woolen goods purchases of clothing manufacturers; what stenographers think about a brand of typewriters may determine the kind the business houses buy). Chapter five is devoted to answering the question: "What types of products can use radio?" Chapter six "places at rest the common assumption that radio is only for the big fellow to use. Now, with the facts about advertisers' total expenditures assembled in this study of the record of 1,196 national advertisers, the real tendencies become quite visible."

Here is what the analysis of national advertisers' expenditures shows about the range of network radio's usefulness:

1. As other national mediums prosper, radio prospers. From 1929 to 1934, it gained faster, in the classes of products which increased their newspaper or magazine advertising, rather than in the classes of products which spent less on those mediums in 1934 than they had spent in 1929.

2. The other mediums did best in the classes of products which increased their radio expenditures. Both newspapers and magazines fell off most, from 1929 to 1934, in the classes of products which reduced their radio expenditures or did not use radio.

3. From 1929 to 1934, network radio increased its share of the total national advertising expenditures of practically all main classes of products—with but one exception, which merely conformed to the underlying principle governing radio's share of the total.

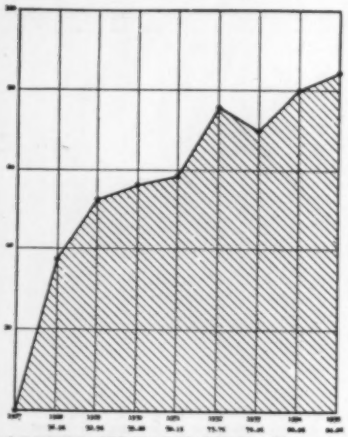
4. The underlying principle is that radio's share in 1934 depended primarily and directly on the total expenditures for a class of products in 1934 as compared to 1929. The nearer the total was to the 1929 level—or the farther it rose above that level—the greater radio's percentage of the 1934 total.

5. When advertisers' expenditures are classified by types of products: consumers' goods, producers' goods; perishables, semi-durables, durables; necessities, luxuries; and so on—the same fundamental principle plainly governs radio's share of the total.

6. There is no evidence that radio is more suitable for one class or type of product than for some other class. All the facts point in precisely the opposite direction. From 1929 to 1934, radio's flexibility and adaptability let it meet conditions as they arose.

7. Radio's users, in 1934, were dominantly a group of repeat customers whose total expenditures for national advertising in all three major mediums ranged all the way from below $50,000 up to more than $2,000,000. Radio's users are distributed over the whole field—big, middle-sized, and little. The 1935 figures thus far available indicate that the same important trends continued in that year.

8. The collective decisions of advertisers and their agencies, crystallized in the record of the money they spent in 1929 and 1934 and confirmed by all data yet available on their 1935 expenditures, indicate plainly that network radio is as usable for one product as for another—and for all sizes of advertisers.



PREVIOUSLY ON NBC—Here is the proportion of the total number of NBC clients each year who have used NBC before.

Neff-Rogow Revise Plans, Form Advertising Agency

ENTRY of Neff-Rogow Inc. into the advertising agency field, specializing in radio, was announced March 20 by Walter J. Neff, former sales manager of WOR, and William Rogow, former ace WOR time salesman, both of whom resigned March 1 with the intention of entering the station representation field. Invited to handle several radio accounts, as well as to act as the radio consultants for a major New York agency, Mr. Neff and Mr. Rogow abandoned their original plans and instead have established their own agency in the RCA Bldg., New York. Their first account is Drezma Inc., New York cosmetic concern and a frequent spot user. Other accounts, it was stated officially, are signed but not ready to release for publication at this time.

Armin Varady on MBS

ARMIN VARADY Inc., Chicago (cosmetics) on April 12 starts Ted Weems on 7 MBS stations, Sundays, 12:30 - 1 p. m. Outlets for the 26 - week series are WGR, WGN, WBAL, WSAI, WGR, WCAE, WGAR. Sellers Service Inc., Chicago, is the agency.

J. H. Devins Leaves NBC For J. Stirling Getchell

Mr. Devins

J. H. DEVINS, assistant manager of the NBC press department under Wayne Randall, resigned March 28 to join the Detroit office of J. Stirling Getchell Inc. as publicity representative for the Plymouth and DeSoto accounts. He takes the place vacated by William E. Berchtold, who has been promoted by the agency to account executive handling DeSoto.

Mr. Devins joined NBC in 1928 as WEAF press representative, coming from the *New York Herald Tribune staff*. He has been NBC assistant press manager for the last two years. Mr. Berchtold joined Getchell's New York office about a year ago after having been public relations counsel for the Aeronautical Chamber of Commerce and editor of the *Aeronautical Yearbook*.

WHO, Des Moines, Seeks 500,000 Watts Power On Experimental Basis

AUTHORITY to use experimentally power of 500,000 watts—equal to that of WLW, Cincinnati—was asked by WHO, Des Moines, in an application filed March 24 with the FCC Broadcast Division. Last December, WHO asked for regular power of 500,000 watts but was informed that this violated FCC maximum power regulations and the experimental request accordingly was filed.

WLW is licensed regularly for 50,000 watts but is using the additional 450,000 watts under an experimental grant since the FCC rules have not yet been amended raising the power maximum. The phenomenal results it has achieved, without undue disturbance, has lead to the general view that when FCC rules are revised, probably next Fall, it will be given a regular super-power grant.

The WHO application, filed by Frank D. Scott, Washington counsel, requests special experimental authorization to install new equipment and increase its power from 50,000 to 500,000 for the period to Aug. 1, 1936. Operating on the 1,000 kc. frequency, the station now is feeding by the rebroadcast method, commercial as well as sustaining programs to the Corn Belt Wireless Network of seven stations.

In addition to the WHO application, there is pending before the FCC the application of KNX, Los Angeles, for a power increase to 500,000 watts.

WJAY New Studios

WJAY, Cleveland, will move from its present quarters at 1224 Huron Road, to studios and offices in Cleveland's Carnegie Hall, according to an announcement March 23 by Edythe F. Melrose, general manager. The new background announcement of the station will be: "This is your station WJAY, broadcasting from Carnegie Hall, the Music and Art Center of Cleveland."

Colgate Announces Three Air Contests

Will Give $140,000 Prizes In Palmolive Soap Series

COLGATE - PALMOLIVE-PEET Co. announced three contests to the radio audience during the week of March 16-21, only one of which will be publicized in other media. The largest contest, with prizes totaling $140,000, was announced March 21 over the CBS *Ziegfeld Follies of the Air* program. The event will close June 15. Twenty persons writing in the best letters on the subject "Why I Like Palmolive Soap" will receive a free 38-day round trip to Europe on the new Cunard liner *Queen Mary* which sails from New York on July 29. One hundred thousand beauty brushes, valued at $1, will be awarded for the next best letters. Winners of European trips may take $1,000 in cash instead. Those who take the trip will receive $300 in pocket money. The trip is valued at $2,000.

Two Other Contests

EVERY letter submitted to the sponsor must contain the black wrappers from three bars of Palmolive soap. Magazines and Sunday newspapers will also exploit the contest, similar to one Colgate ran last year in conjunction with the French liner *Normandie*. Dealer and clerk awards also will be distributed.

On the CBS *Goldbergs* program, Colgate is running a six-week contest asking for letters on "What I Would Do With a Thousand Dollars". Contestants must send a carton from a purchase of Colgate dental powder. First prize will be $1,000, second prize $50, for the 25 next best letters $10, and for the next 50 letters $5 prizes, 77 prizes in all.

A similar contest is being run in conjunction with the CBS *Gang Busters* program. The subject of this contest is "Why Crime Does Not Pay". Each contestant must send in a carton from a tube of Colgate shaving cream. Prizes will be distributed on the same basis as the Goldberg contest.

Continental Expands

AN AUGMENTED schedule has been adopted by Continental Baking Co., New York (Wonder Bread) for its CBS *Renfew of the Mounted* series, effective March 30, when it became a four-weekly schedule with addition of a quarter-hour on Mondays, 6:45 p. m. (pre-broadcast to WJR 5 p. m. and repeat to West at 7:45 p. m.), the same time used for the Tuesday, Friday and Saturday broadcasts. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

WKBZ Survives Fire

WKBZ, Muskegon, Mich., is now located in the Michigan Theatre Building, to which it removed last month after its studios and offices in the Occidental Hotel had been destroyed by fire March 4. The transmitter remains on the roof of the hotel and was not damaged by the fire, the station being off the air only three hours.

CAPITAL COVERAGE

To reach the *purchasing power* of the *constantly increasing population* of Washington, D. C., *and its numerous suburbs in Maryland and Virginia*—here's the answer.

WRC

500 WATTS—NBC Red Network

WMAL

500 WATTS, 250 WATTS—NBC Blue Network

WASHINGTON, D. C.

Two of NBC's Managed and Operated Stations

Despite Fire

And

Raging Waters

During the three critical days of the great flood WCAE "Got Through" to networks with one hour and forty minutes of news broadcasts.

WCAE also kept Pittsburgh warned and informed with bulletins by the hundreds.

One other Pittsburgh station was able to contact a network from the steel city with thirty minutes of news.

We are happy and proud to have been able to serve Pittsburghers and their friends throughout the nation and trust we remain "Pittsburgh's most popular station".

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

RADIOADS — When General Motors staged its Spring Show in Detroit March 8-14, it had radio stations and radio stars carry the load. But it used display newspaper ads, like the one here, to sell the "personal appearance" of radio stars. The advertising campaign was worked out by Campbell-Ewald, the GM agency.

Stations in Texas Form Temporary Association

ORGANIZATION of the Texas Broadcasters Association, to function with temporary officers until a permanent organization is created next May, has been effected by Texas radio stations. J. Frank Smith, KXYZ, Houston, was elected president; R. S. Bishop, KFJZ, Fort Worth, vice president and James R. Curtis, KFRO, Longview, secretary.

Directors include Dick Niles, KRGV, Weslaco; Earl Yates, KGKL, San Angelo; Gilmore N. Nunn, KPDN, Pampa, and Hugh M. Halff, WOAI, San Antonio. The officers will service until May 21, when a permanent organization session will be held in Fort Worth. The directors will draw up a constitution for consideration at the next meeting.

Besides this group, those who attended the San Antonio organization meeting March 14 included Howard W. Davis, KMAC, San Antonio; Ted B. McClure, WOAI; Henry L. Taylor, KABC, San Antonio; Foster W. Fort, KABC; Murray Moffatt and G. L. Burns, KNEL, Brady; J. M. Collins, KPDN; Eugene J. Roth, KONO, San Antonio; E. M. Wilson, KGFI, Corpus Christi; Jack Hawkins, KIUN, Pecos; T. F. Smith, KXYZ; C. T. Wilson and H. B. Lockhart, KGFI; E. P. Humbert, WTAW, College Station, and L. L. Jacquier and John S. Stiburel, KTSA, San Antonio.

CORRECTION: The 1936 BROADCASTING Year Book, through a clerical slip, inadvertently listed KUJ, Walla Walla, Wash., as accepting hard liquor advertising. H. E. Studebaker, KUJ manager, advises this station does not accept hard liquor advertising. BROADCASTING regrets the error.

Automobile Shows Of General Motors Promoted by Radio

Big Crowds, Many Sales of Cars Feature Exhibits in Cities

UNUSUAL success is rewarding the efforts of General Motors in its current Spring auto shows being held throughout the country, with radio carrying the brunt of the load and with ranking radio stars being employed in the shows as the drawing cards.

The shows, held on a staggered schedule during March and April, were arranged by General Motors headquarters in collaboration with Campbell-Ewald Co. Inc., Detroit advertising agency handling several of the GM lines. The first of the shows was held in Detroit March 8 to 14, and is reported to have eclipsed anything of a similar nature ever undertaken. Many cars were sold during the exhibit.

Extensive Promotion

ALL OF the shows are under the supervision and direction of J. W. Dineen, advertising manager of General Motors, J. J. Hartigan, vice president of Campbell-Ewald and Bob Howard, radio buyer of the agency. Mr. Howard himself lined up the local talent from four Detroit stations who appeared nightly at the show.

Big display ads were used in Detroit newspapers to publicize the shows, stressing particularly the presence of radio stars and their direct broadcasts from the auditorium. During the week more than 400,000 people attended the show, breaking all records — and this despite the fact that the show was in direct competition with the Michigan State Exposition held during the same week and featuring such movie stars as Bebe Daniels, Ben Lyon and Ricardo Cortez.

A check-up showed that Chevrolet had sold 400 cars at the one-week show while other GM lines, including Cadillac, LaSalle, Buick, Oldsmobile and Pontiac, reported brisk sales. All GM executives were enthusiastic over the showing made, and attributed most of the success to the appearance of local radio stars and of Horace Heidt's orchestra.

The Detroit show arrangements, insofar as radio appearances and newspaper copy tie-ins with radio were concerned, were worked out by Mr. Howard in an effort to test the effectiveness of that character of publicity in attracting crowds and inducing sales. Mr. Howard also took over direct supervisory charge of the radio appearances at the show and of arranging the broadcasting schedules with the stations.

Gruen Changes Program

GRUEN WATCH MAKER'S GUILD, Cincinnati, on March 31 was to cease its *Washington Merry-Go-Round* series on MBS, replacing it with dramatic sketches of the gay nineties under the title *Time Turns Back*. The program is to originate in Cincinnati. DeGarmo Corp., New York, is the agency.

PIONEERING

WBEN IS FIRST AGAIN!

FIRST WITH THE FIRST "APEX" STATION

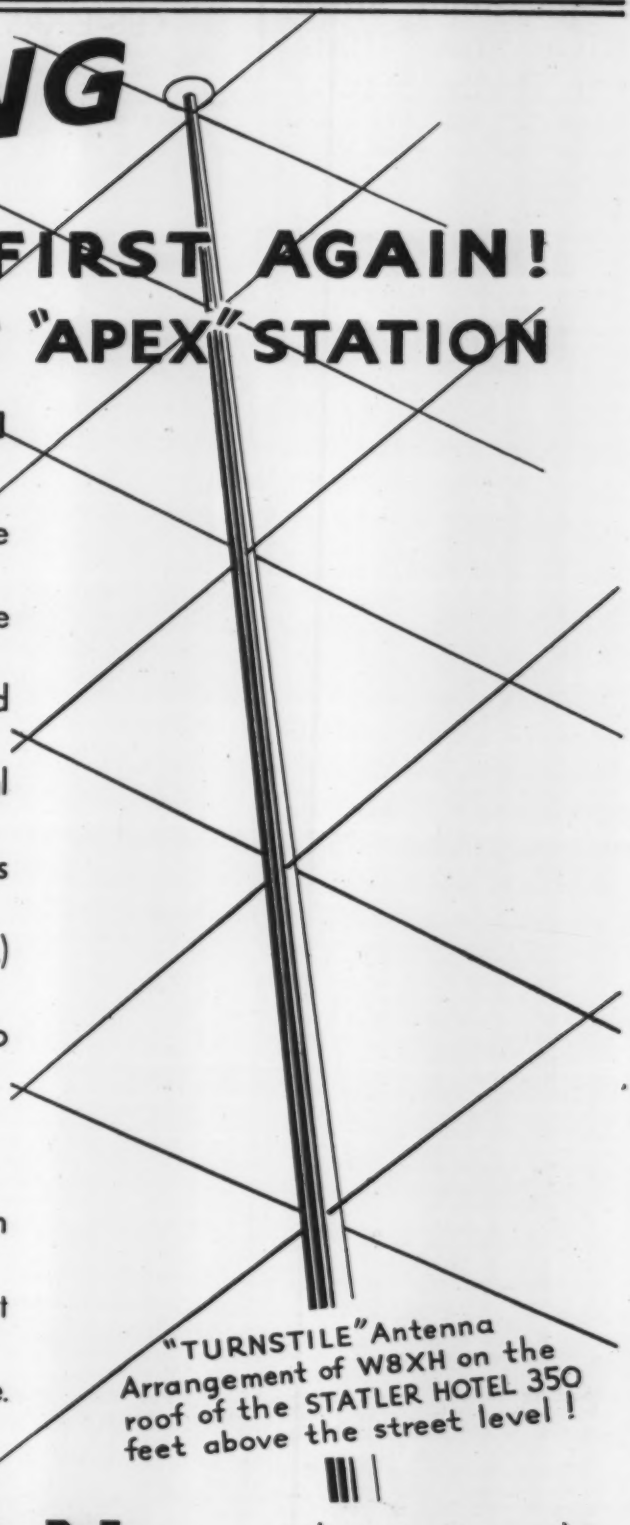
W8XH 7.3 METERS 41,000 KCS

★

Station WBEN has pioneered in ultra short wave broadcasting and was the first "APEX" Station in the country to go on the air with regularly scheduled musical programs. On March 18, 1934, general experimental Station W8XH went on the air and is now operating on a frequency of 41,000 kc. (7.3 m.) and today the Buffalo area has many listeners to W8XH programs on this frequency.

It is WBEN's pioneering spirit in both transmission and the development of novel program ideas that keeps it FIRST in the homes of the Buffalo audience.

★



"TURNSTILE" Antenna Arrangement of W8XH on the roof of the STATLER HOTEL 350 feet above the street level!

WBEN

THE RADIO STATION OF THE

BUFFALO EVENING NEWS

STATLER HOTEL • BUFFALO, N.Y.

NATIONAL REPRESENTATIVES • EDW. PETRY & CO., INC.

1000 WATTS • 900 KCS • NBC BASIC RED NETWORK

Department Store Gives Some Hints On Radio Selling

Outlet Co. Finds 8-10 a. m. Are Best Hours for Retailers

OUTLET Co., Providence, R. I., department store, and operator of WJAR, finds that the best time for a department store to go on the air is between 8 and 10 a. m., the reason being that women have developed the habit of tuning in during that period for shop talks, according to the publication *Retailing*.

Furthermore, the magazine states that department store radio advertising, if it is to have real pulling power, must be definitely linked with local newspaper advertising.

Excerpts from the article continue:

"These nuggets of advice are given by the Outlet Co., located in Providence, R. I., one of the largest department stores in New England and the first in Rhode Island to establish a broadcasting station. It was in 1922 that this company established WJAR.

Once Just a Fad

"COMPANY officials will tell you with frankness that the station was set up just as a fad. It offered something new to the patrons of this progressive store. Broadcasting was in its swaddling clothes, but crude as it was it presented a new idea in advertising. In those days the station had to make up its own programs and, naturally enough, the Outlet Co. used oceans of time to tell the story of its departments.

"That it has developed can be appreciated when it is known that last year the station netted $68,000. That represents profit but the real profit cannot be measured in dollars and cents. This is no yardstick with which to measure the real value of this department to the Outlet's business.

"The station serves an area with a population of approximately 1,300,000 people, and constant repetition of the name Outlet Co. when the announcer says "This is WJAR", has made the name of the store a household word.

"Today the radio department has a staff of 15 and everybody is kept busy. One of the busiest is Miss Grace Hall, the store's advertising announcer. Every morning at 9 o'clock Miss Hall goes on the air to tell a story of the store and the particular values being featured. She is on 15 minutes—long enough, according to the store management, because it is held that radio listeners would tire if the time were extended beyond 15 minutes.

"This is the only time devoted to the store's departments because the station is a link in a national chain and time is devoted to regular programs."

Dodge Dealer Program

DODGE BROTHERS Corp., Detroit (motor cars) will broadcast a one-time variety program to Dodge dealers throughout the country over 81 CBS stations on Saturday, April 4, 2-2:30 p. m. It will feature Gertrude Niesen, Bert Lahr and Freddie Rich orchestra. Dodge executives will address dealers. Ruthrauff & Ryan Inc., New York, has the account.

CBS EARS MAKE THE GRADE

Scientific Tests Show Engineering, Production and Program Staffs Have Good Hearing

EARS HOW TESTS ARE MADE—CBS employes must have good hearing and their aural facilities are analyzed by this trio. Left to right are A. B. Treat Jr., receiving test; J. E. Wilson, observing, and Guy C. Hutcheson conducting the test, using a Western Electric audiometer.

CBS recently conducted a scientific test to determine the hearing ability of its entire engineering, production and program staffs. These tests have been annual affairs since 1932 and the records determine which men are most suitable for the delicate job of transmitting musical and vocal programs from the broadcast studios with the greatest degree of fidelity.

As generally known, perfect transmission of radio programs depends not only on the electrical and mechanical equipment involved but also on the hearing of the men engaged in monitoring and producing them. A defect in hearing may be the cause of serious lack of balance in the broadcasting of musical or vocal programs; therefore, to insure faithful transmission of all its air features, CBS has conducted these tests.

This year's results, compiled in comprehensive charts, show that in the majority of cases, the hearing of these men is much better than "normal hearing".

For Young People

THE OUTCOME of the test is a decided indication that this branch of radio is a young person's business. The ability of the human ear to detect sounds faithfully recedes with the advancing years of the individual, and, consequently, the important work of transmitting a radio program is done most successfully by young people.

The tests were made with an audiometer which reproduces each octave from two octaves below middle C to five octaves above, or from 64 to 8,192 cycles per second. The instrument registered the extent of each person's ability to hear the different tones by testing one ear at a time.

The reactions of each of the persons taking the tests were recorded on an individual chart to show the number of decibels or "sensation units" his or her hearing ability varied from "normal hearing". With zero representing normal, the record was kept in units of five decibels either plus or minus depending on whether the subject's hearing was abnormal or subnormal. The final compilation showed that the hearing of most of the CBS engineers, production and program men registered either above normal or so slightly below as to be of no hindrance to the accurate transmission of radio programs.

Of 85 persons tested, James Wilson and Paul Wittlig, studio engineers, and Alfred Treat, a field engineer, registered the most perfect hearing as far as broadcast monitoring is concerned. The records of these engineers showed practically uniform sensitivity over the entire musical scale and within five decibels of the "normal hearing" or reference line.

Paul Munroe, a production man, registered the most acute hearing of all. His left ear was 20 decibels above normal at 64 cycles, 25 above at 128 cycles, 15 above at 256, 5 above at 512, 10 above at 1024, 20 above at 2048, 30 above at 4096 and 50 above at 8192. His right ear was 5 above at 64, 0 at 128, 10 below at 256, 10 below at 512, 0 at 1024, 0 at 2048, 25 above at 4096 and 20 above at 8192.

The second most sensitive hearing was that of Robert Moe, an engineer, whose hearing was either normal or above normal and at no frequency was it below normal.

An interesting point was noticed that for a majority of the cases, a slight loss of hearing occurred at 4096 cycles or five octaves above middle C. This "dip" also showed up in the final average of all the men in each department.

E. K. Cohan, technical director of CBS, supervised the tests, and commenting on the survey, said:

"The value of these tests lies in the knowledge we have gained concerning the accuracy with which our engineers, production and program men seated in a studio control room, skillfully monitor the broadcast programs. Obviously, this is a vital factor in faithful program transmission, as the object sought in radio is to broadcast the sounds produced in the studio with absolute fidelity to tone, quality, and balance.

"The results of our survey show conclusively that our staff of technical and program men is well equipped physically for the accurate transmission of broadcasts."

NBC Obtains Sole Right To Dirigible's Inaugural; Nets Cover 'Queen Mary'

EXCLUSIVE rights to broadcast the maiden sailing to America of the giant new German dirigible *Von Hindenburg* have been secured by NBC whose continental director, Dr. Max Jordan, and program department manager, Alfred H. Morton may also be on the airship when it leaves Friedrichshaven May 6. Also on board will be Dr. Kurt von Boeckmann, director of Germany's shortwave stations, who will have charge of broadcasts from the craft that will be relayed both to the United States and Germany.

When the airship leaves Lakehurst on her return flight, probably May 8, one of its passengers may be John Royal, NBC program vice president, who hopes to go to Europe and return on the maiden voyage May 27 of the big new British liner *Queen Mary*. Broadcasts from the *Queen Mary* will be carried by NBC, CBS and MBS, all of which will have their own special announcers aboard just as NBC and CBS last year had their men on board to cover the first trip of the *Normandie*.

Planning also to visit this country, coming on the *Queen Mary* is Fred Bate, London representative of NBC. He will accompany the British Broadcasting Corp. staff which will handle technical arrangements not only for the relays to Europe but also to America. BBC has announced that its staff will be headed by Roger Eckersley, assistant controller of programs; John Snagge, of the outside broadcast department; John Watt of the production staff, and R. H. Wood and two assistant engineers.

Gilmore Oil Renews

CONTRACTS for a second year on the air for *Strange As It Seems*, John Hix program of dramatized oddities, has been signed through the Raymond R. Morgan Co., of Hollywood with Gilmore Oil Co., using 11 stations of the CBS-Don Lee network and three independent stations. The Morgan agency, which produces the show as well as places it, recently announced renewal with Ex-Lax Inc., for a continuation of the program on 45 Eastern stations.

MONARCH OVERALL MFG. Co. Ltd., Winnipeg, is sponsoring the *Black & Blue* transcription series on CRJM, Regina, and CFCN, Calgary, placed through Norris-Patterson Ltd., Winnipeg agency.

MILLIONS OF WOMEN TUNE IN ON WHAS 5 DAYS EACH WEEK FOR MONTICELLO PARTY LINE
LORIE ELLIS • OPERATOR • ON MONTICELLO PARTY LINE
DR. W. B. CALDWELL'S SYRUP PEPSIN
LAXATIVE SENNA COMPOUND
A LAXATIVE FOR CONSTIPATION
DR. W. B. CALDWELL, INC.
MONTICELLO, ILLINOIS

WHAS 50,000 WATTS GIVES PROGRAMS NATIONAL MASS CONSUMER MARKET COVERAGE

● The story of "Monticello Party Line's" small-town people reaches all towns on WHAS' powerful 50,000 Watts. As a Basic Outlet for Dr. Caldwell's Syrup Pepsin, WHAS is doing the same splendid selling job that it would also do for your product.

Consider this double-coverage: (1) The rich localized Ohio Valley Market. Here WHAS gives your product a primary and secondary daytime coverage of 3,461,100. The nighttime primary and secondary coverage is 4,399,200. And (2) a secondary area audience exceeding 24,552,138. This is national mass market coverage. And note this: WHAS broadcasts can be heard clearly from Canada to Mexico and from the Atlantic to the Rockies. More and more advertisers are using and cashing in on WHAS as a Basic Outlet. You should, too!

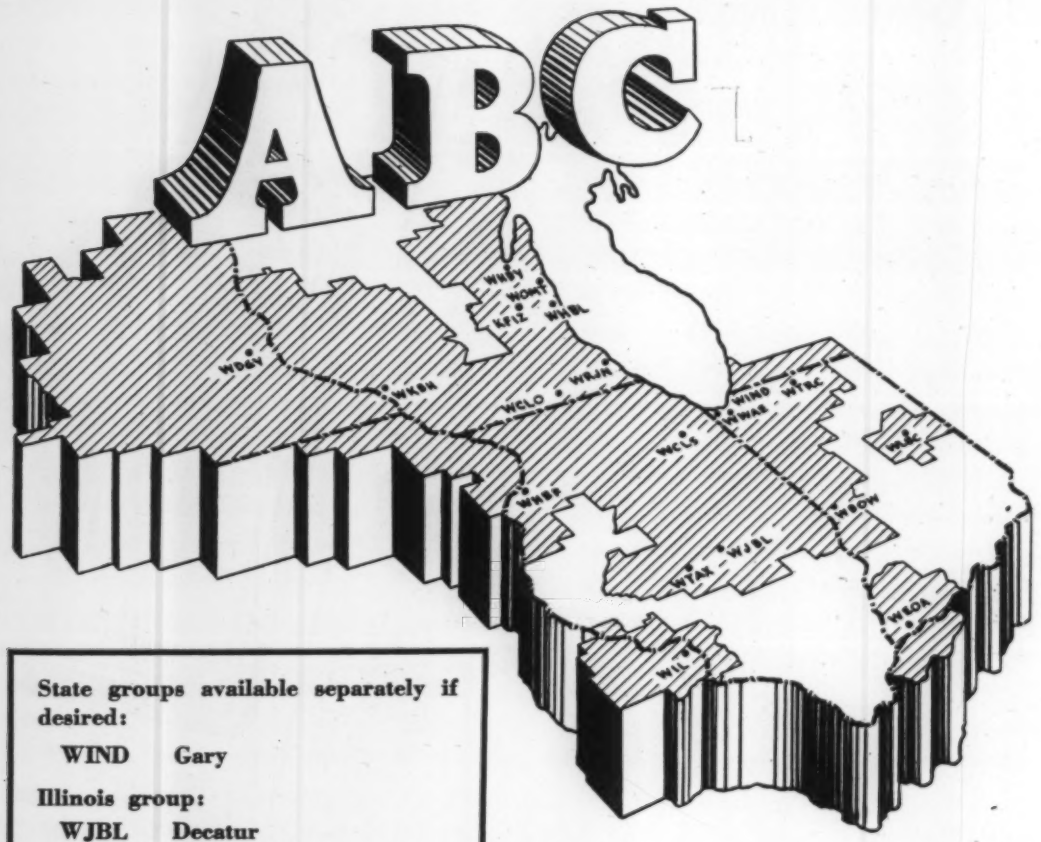
Millions Tune In On WHAS Daily For These Features

1. "The Story of Mary Marlin" and Kleenex
2. Kate Smith and A&P Coffee
3. Boake Carter and Philco
4. Burns and Allen and Campbell's Tomato Juice
5. Hollywood Hotel and Campbell's Soups
6. Jose Manzanares' South American Orchestra and Lincoln Cars
7. Ray Noble and Coca-Cola Refreshment Time

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

CBS BASIC OUTLET ★ LOUISVILLE, KENTUCKY

★ EDWARD PETRY & CO. ★
NATIONAL REPRESENTATIVE



State groups available separately if desired:

WIND	**Gary**

Illinois group:

WJBL	**Decatur**
WCLS	**Joliet**
WTAX	**Springfield**
WHBF	**Rock Island**
WIL	**St. Louis**

Wisconsin group:

WHBY	**Green Bay**
WOMT	**Manitowoc**
KFIZ	**Fond du Lac**
WRJN	**Racine**
WCLO	**Janesville**
WHBL	**Sheboygan**
WKBH	**La Crosse**
WDGY	**Minneapolis, Minn.**

Indiana group:

WEOA	**Evansville**
WBOW	**Terre Haute**
WLBC	**Muncie**
WTRC	**Elkhart**
WWAE	**Hammond**

Station WIND, Gary, may be included with any state group, if available.

Intense Coverage
In a Concentrated Area

ABC will serve a part of mid-America ranking high in living standards — abundant with modern homes and rich farm land. Its area will embrace the metropolitan centers, small towns and farming communities of northern mid-America.

ABC offers the advertiser Illinois, Wisconsin, Indiana and adjacent territory—a section typical of the wealthy mid-American market. The network will reach this buying audience with a minimum of wasted coverage.

Write for detailed coverage data

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago

New Center Bldg., Detroit **Lincoln Bldg., New York**

Plans for Political Conventions Drawn

New Commercial Programs Are Planned by Republicans

FIRST to organize a radio department in preparation for the forthcoming presidential campaign, the Republican National Committee sent its radio director, Thomas G. Sabin, to Cleveland March 16 and 17 to make preliminary arrangements for radio coverage of its national convention starting June 9. Mr. Sabin, who is dividing his time between Republican headquarters in Washington and New York, reported that another meeting with network arrangers will be held in Cleveland April 21 to fix final details.

In the meantime, the Republicans are laying plans for further use of spot, transcriptions and script shows on a commercial basis despite the rulings of the major networks against accepting sponsored political time before the conventions. These plans, said Mr. Sabin, are still indefinite, although he added that the Committee is highly elated over the reactions, which he said were 90% favorable, to the *Liberty at the Crossroads* dramatic series carried over WGN, Chicago, after having been refused by the networks.

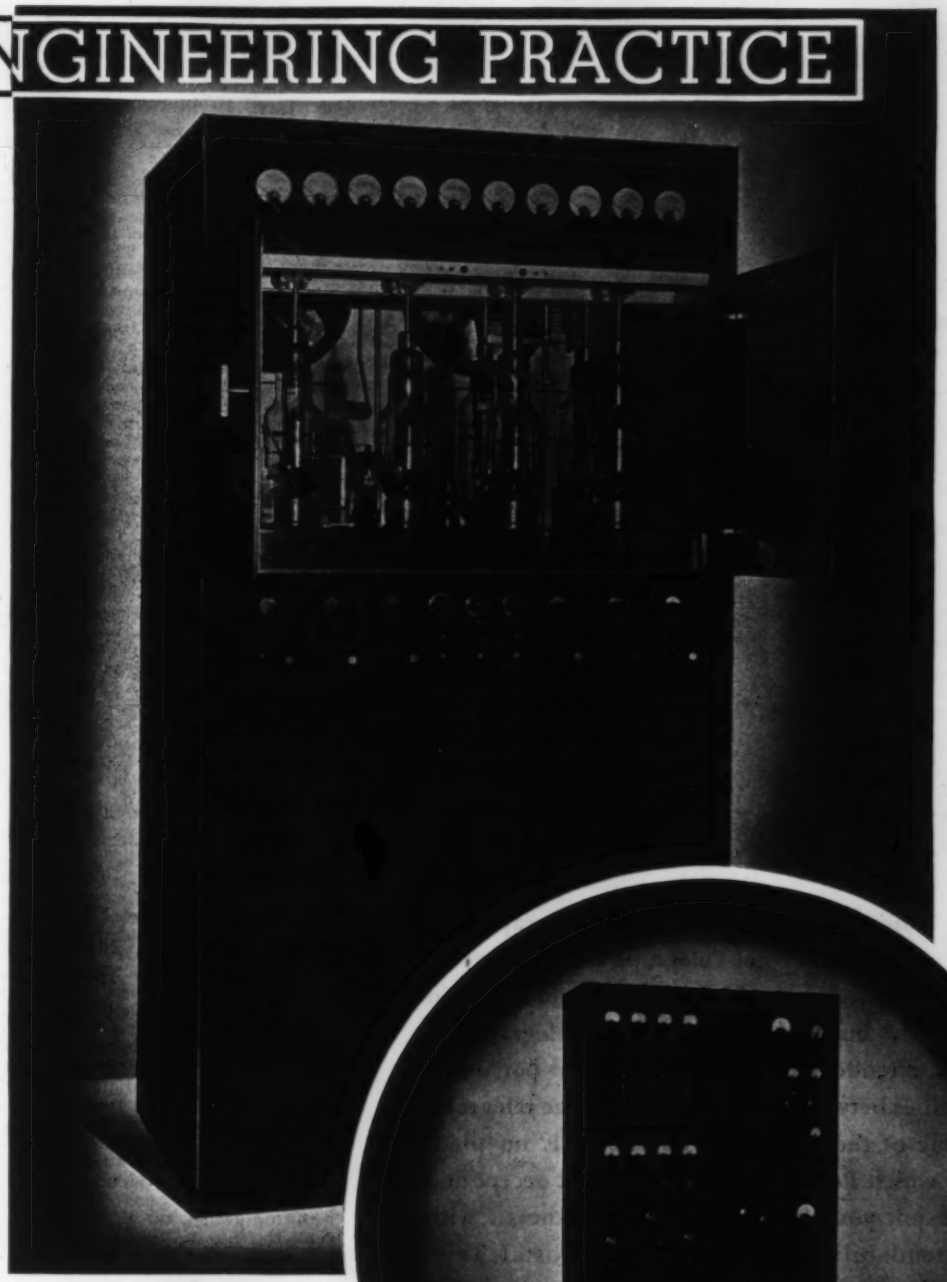
The Democratic National Committee, although it completed its June 25 convention arrangements at Philadelphia in February, has not yet selected its radio directors. Its Philadelphia convention plans are complete, however, with plans to use lapel microphones to cover the floor delegations, to feed the newsreels from the radio controls and to schedule to keynote speech for a night session.

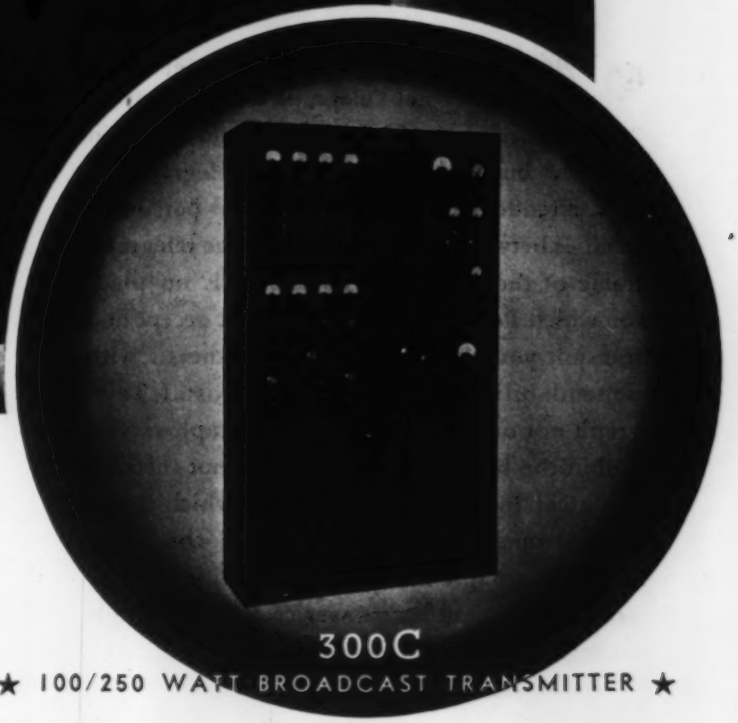
New Type of Booth

SPECIAL insulated booths of a new type will be built for the three radio networks — NBC, CBS and MBS—in the Cleveland hall, with an improved speakers' rostrum and with microphones countersunk into the table, according to Mr. Sabin. Call letters of each network will be imposed on the speakers' table but nowhere else. Whether the CBS proposal to use lapel mikes or the proposal for a master control for two-way speaking with the delegations will be adopted, remains to be determined at the April 21 session.

Meeting with Mr. Sabin at Cleveland were Alfred H. Morton and George McElrath, representing NBC; Paul White, representing CBS, whose handling of the conventions will be under the general supervision of Lawrence Lowman, vice president; Carl Meyers, representing WGN and MBS. At the Philadelphia meeting, where Herbert L. Pettey, FCC secretary who was Democratic radio director in the 1932 campaign, represented the Democratic committee, the following network men were present: Alfred H. Morton and George McElrath, NBC; Paul White, CBS; G. W. Johnstone and Jack Poppele, representing WOR and MBS. John G. Leitch, WCAU chief engineer, will be in charge of public address, and Don Withycomb, manager of WFIL, disclosed plans to handle special local broadcasts from the convention hall in addition to taking NBC.

GOOD ENGINEERING PRACTICE





300C

★ 100/250 WATT BROADCAST TRANSMITTER ★

20C 1000 WATT BROADCAST TRANSMITTER

THE COLLINS RADIO COMPANY manufactures every type of radio transmitting equipment. COLLINS microphones, speech input systems, transmitters and antenna matching units are all properly coordinated to assure efficient and reliable performance.

Each COLLINS broadcast transmitter installation meets every requirement of the Federal Communications Commission in connection with good engineering practice.

Full Technical Details Covering Radio Transmitting Equipment Mailed on Request to Interested Broadcasters

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Senators Consider Inquiry Into FCC

'Willard' Incident and Seizing Of Wires Focus Attention

GROWING sentiment for an investigation of the FCC, particularly because of the allegations and counter-charges made against its personnel, appears to be developing in the Senate. The so-called "Willard Hotel incident" and the Black Lobby Committee wire-seizure controversy have tended to focus Senatorial attention upon the FCC.

Informed Senatorial opinion is that perhaps at the next session of Congress the Interstate Commerce Committee will undertake an inquiry and endeavor to ascertain the cause of controversy and unrest. "It looks like the Commission has to be cleaned up," was the way one influential majority member put it.

The text of the report of the Department of Justice's Bureau of Investigation on the "Willard Hotel incident", involving alleged bribery charges, was made public by the FCC itself March 18, after word had been received from the Bureau that it had no objection to its publication. Previously, the FCC had stated the Department had objected to publication on the ground that such investigations are confidential.

No New Information

THE TEXTUAL material did not throw any substantial additional light upon the affair. There were categorical denials for all of the participants in the hotel room conversation of any statement having been made that cases could be "fixed" for $25,000 or $50,000. The investigation was instituted last December by the Department at the instance of Chairman Prall after his son A. Mortimer Prall, had informed him of overhearing the conversation in an adjoining room.

The details of the Department's report were made public after Senator Couzens (R-Mich.) had introduced a Senate resolution asking that the entire evidence be submitted to the Senate. Without awaiting action, the FCC promptly sent the file to Senator Couzens, and subsequently made it generally public.

It is indicated that Senator Couzens would refer the entire matter to the Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.), of which he is a member. The view is expressed that certain of the statements made by parties involved were "inconsistent" and that apparently an effort was made to embarrass some individual.

This controversy, coupled with the wire seizure and with other charges which have been leveled against the FCC in the House, have tended to encourage sentiment in favor of an investigation by the Senate committee. Currently, it appears that a number of Senators, notably those on the Committee are watching with interest all FCC activities. They, it appears, will sponsor an investigation next session if any more fur flies about FCC operations.

The significant statement in the Department's report, made to the FCC by J. Edgar Hoover, chief of the Bureau of Investigation, was that the investigation "failed to disclose any information which would indicate either the tendering to or solicitation by, or any acceptance of a bribe by any one associated in any capacity with the FCC."

The hotel conversation grew out of competitive applications of the Knox Broadcasting Co. of Schenectady, N. Y., for a new regional broadcasting station in that city, and of WNBF, Binghamton, New York, local station, which sought the same facilities.

COVERAGE SERVICE STARTED BY FELIX

Mr. Felix

A NEW radio coverage service designed to aid agencies, advertisers and transcription companies to analyze radio service to a community or to a specific part of the residential area of a community and to compare the coverage of stations on a uniform basis, is now being released by Edgar H. Felix, broadcast coverage specialist of New Rochelle, N. Y. It is called Radio Coverage Reports and is released bi-weekly to subscribers together with a monthly bulletin.

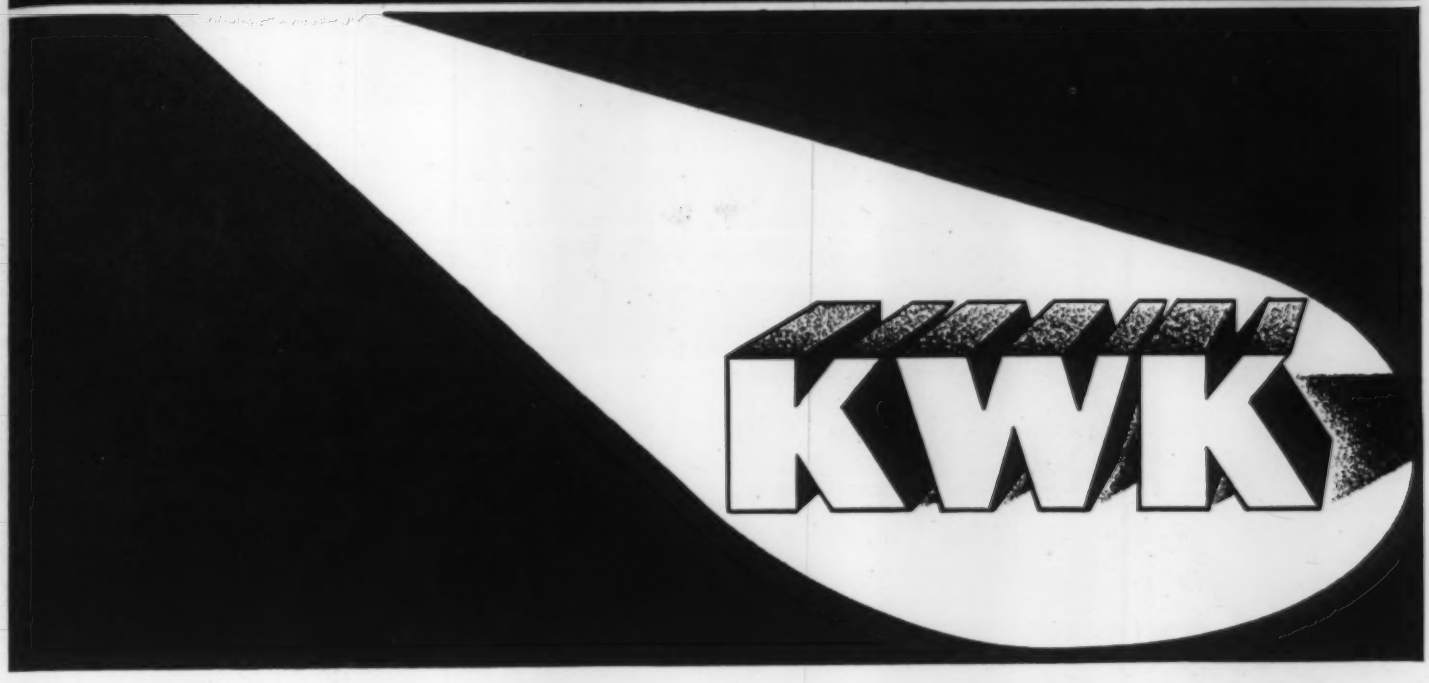
The service, Mr. Felix stated, is a logical development of field research work which he initiated three years ago to establish field intensity standards to determine commercial service ranges of broadcasting stations. As a result of this study, embracing all the principal trading centers east of a line from Washington to Syracuse and including the New York, Philadelphia and Boston metropolitan areas, it was concluded that no fixed standard of field intensity was applicable to cities of a given size because of the wide variety of standards.

"Complete spectrum observations," as Mr. Felix terms the coverage technique he has developed, reveal the standards that apply, and he has determined that an exhaustive check against popularity surveys, mail accumulations and other forms of listener evidence has demonstrated that complete spectrum observations make it possible to establish the true service areas which frequently disregard any fixed contour levels. The Felix survey has been under way for several months, the New York and Boston areas being completed as well as most of Massachusetts, Connecticut, Rhode Island, New Jersey and substantial parts of New York, Pennsylvania and Maryland.

New P. & G. Series

PROCTOR & GAMBLE Co., Cincinnati (Chipso) on March 30, 4:45-5 p. m., over a special New York State network of three NBC stations (WJZ, WSYR, WHAM) inaugurated a 13-week test program of a new dramatic series *The Magic Voice*. The program, featuring Santos Ortega and Gertrude Hitz, will spread to a larger network if audience reaction is favorable. Blackman Adv. Inc., New York, placed the account.

IN THE LIMELIGHT . . .



Our popularity with listener and advertiser is something of which we are very proud.

Our listeners are continually increasing and our clients are more than satisfied with the results obtained from their advertising campaigns.

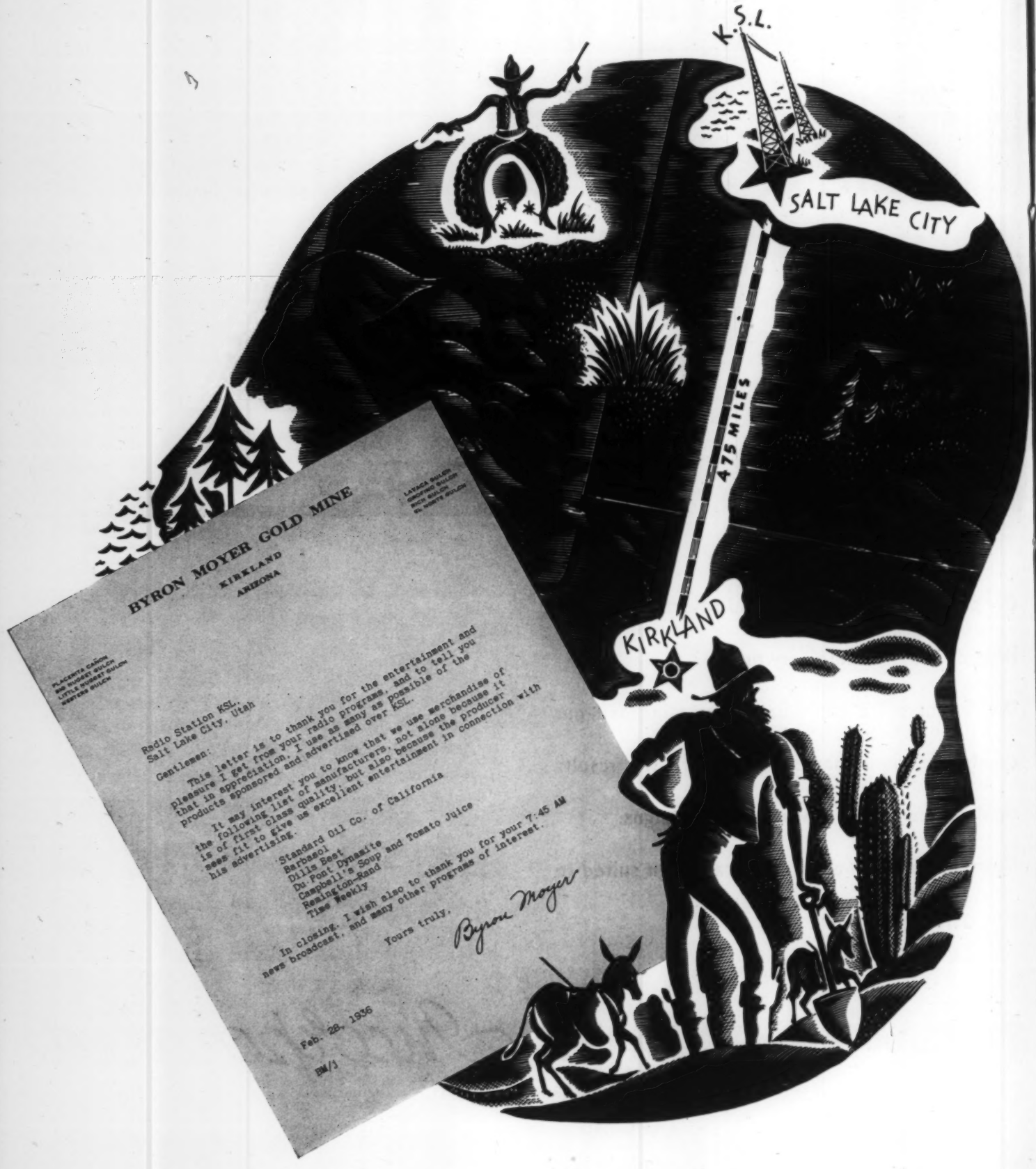
May we submit an advertising campaign suited to your requirements.

THOMAS PATRICK *Incorporated*

HOTEL CHASE ST. LOUIS

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO


K.S.L.
SALT LAKE CITY
475 MILES
KIRKLAND
BYRON MOYER GOLD MINE
KIRKLAND
ARIZONA
Radio Station KSL,
Salt Lake City, Utah
Gentlemen:
This letter is to thank you for the entertainment and pleasure I get from your radio programs, and to tell you that in appreciation, I use as many as possible of the products sponsored and advertised over KSL.
It may interest you to know that we use merchandise of the following list of manufacturers, not alone because it is of first class quality, but also because the producer sees fit to give us excellent entertainment in connection with his advertising.
Standard Oil Co. of California
Barbasol
Dills Best
Du Pont Dynamite
Campbell's Soup and Tomato Juice
Remington-Rand
Time Weekly
In closing, I wish also to thank you for your 7:45 AM news broadcast, and many other programs of interest.
Yours truly,
Byron Moyer
Feb. 28, 1936
BM/j

GOLD MINES

. . . and CBS Coverage

Here's as glittering an example of *listener*-gold turned into *client*-gold as we've seen. Fresh-drawn from the mine, it is minted directly into sponsor-profits "*because* (as Mr. Byron Moyer says) *the producer sees fit to give us excellent entertainment . . . with his advertising.*"

Add this report to the more elaborate studies of Columbia coverage and Columbia results. It belongs. For Columbia territories these days, *are* regularly reported to be gold-mines.

But what we really want to point out, here, is how very neatly this gold-miner reveals the *strategy* of Columbia coverage. He is 475 miles from the nearest Columbia transmitter. Yet the strategic location of Columbia "power" (KSL's 50,000 watts, for example)—where power is of most value—brings him within cash-register distance of the advertiser.

And where millions of people are concentrated (in the tight markets of the East) that is where Columbia—with dominant local stations—serves more markets "*from within*" than any other network. It might be put this way: *wherever* the gold-mines are located, we work them for our clients as they should be worked. And the clients report the strategy a good one.

THE COLUMBIA BROADCASTING SYSTEM

XUM

BROADCASTING and Broadcast Advertising

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Saga of Radio

THEY SAY—those blind critics of radio—that radio isn't able to collect accurate and complete news reports. They say that radio has hazy coverage that won't yield to conventional rule-of-thumb statistical treatment. They say that radio is dominated by its sponsors. All that and a lot more about this amazing new industry has been said by those who resent its sudden catapulting into the hearts and homes of the nation.

But let them ask thousands of sorrow-weakened relatives who learned by radio that their loved ones were safe. Let them ask police and firemen whose only means of communication was through broadcasting stations. Let them ask Red Cross and public officials who directed warning and relief service through radio. Let them ask millions who listened to the most dramatic story of fact dissemination in the history of major catastrophes. Let them ask those who owe their lives to the flood warnings that broadcasters spread.

When all older means of communication had failed, radio stepped into the breach. Stations stuffed budgets into pigeonholes and shunted sponsors to a temporary limbo as they threw all their personnel and facilities into the task of easing the suffering and damage the elements had wrought.

Heroism and devotion to humanity inspired those who manned the microphones and turned the dials of several dozen broadcast stations, caught in the watery maelstrom that wreaked inestimable damage.

The fragmentary stories have been picked up piece by piece from weary broadcasters who in some cases had only a few hours sleep in a week. In this issue BROADCASTING has attempted to recount, from every available source, the scattered tales of service and devotion, but no printed account could do justice to them.

Resourceful engineers kept stations on the air when power or equipment failed. Announcers talked to an eager public until their throats wore out. Studio employes and salesmen and executives alike doubled in all types of duties. Station managers directed emergency operations with rare sagacity and encouraged worn-out staffs to continue.

All in all, radio provided the silver lining in a tragedy that clouded most of Eastern United States. Radio answered its critics in a fashion that permits no rebuttal. And radio will be ready again when distress calls.

Skull and Cross-Bones

UP ON Capitol Hill there are hearings on copyright legislation. The Duffy Bill, which among other things, would eliminate the $250 statutory minimum infringement provision of existing law, is the reason. ASCAP, backstopped by a number of committee members, is battling bitterly to kill the bill, because it wants to salvage that $250 war club it has wielded so effectively in the past.

If any more reasons are needed as to why this power should be removed from copyright cliques, the Committee has simply to take cognizance of the latest move of Warner Bros. publishing houses, which withdrew from ASCAP Dec. 31 and are now suffering the ignominious fate of virtual non-performance of their music as a result.

For music that is totally unnecessary to radio, they want five year contracts from stations. The only argument they have is the $250 per infringement bludgeon. If stations do not sign, they face infringement suits of that minimum for every number performed. Big stations with adequate checking staffs can avoid the Warner ultimatum, but the smaller ones may have to accept under duress, just as the industry has been forced in the past to capitulate to the demands of ASCAP, and to those of lessor copyright groups.

That $250 minimum infringement represents the skull and cross-bones flying in the face of users of copyrighted music for profit. It is unAmerican to permit dictatorships to exist by virtue of antiquated laws.

Pipe Down!

AN EDITORIAL suggestion comes to us from William H. Rankin, president of William H. Rankin Co., New York agency. We couldn't state it more eloquently:

"Last week in a Supreme Court hearing a lawyer pitched his voice too high—he yelled—and Chief Justice Hughes suggested that he key his voice lower; and Judge McReynolds said: 'We can follow you more closely if you will talk in a lower tone.'

"Even in advertising, the persuasive, even tone of expression, in good taste, influences the consumer to buy the product advertised much better than the advertising that fairly shrieks. Good taste before the Supreme Court of the United States is just as effective as good taste and calm, reason-why appeal before the court of last resort in advertising—our 125,000,000 consumers. This would apply to many radio commercial announcers too."

The RADIO BOOK SHELF

THE ADVERTISING problems of banks and other financial institutions are discussed in a series of papers read before the last annual convention of the Financial Advertisers Association and brought together by its executive secretary, Preston E. Reed, 231 S. LaSalle St., Chicago, in a bound volume just issued. Radio's part in the discussions was relatively small, though Harve H. Page, of the Northern Trust Co., Chicago, does rate it second to direct-by-mail for results in new business solicitation and places radio ahead of newspaper advertising.

GLENN D. GILLETT, Washington consulting engineer, and his associate Marcy Eager are authors of a paper covering results of a qualitative study of the major factors affecting broadcast covering in the frequency range from 200 to 2000 kc. in the *February Proceedings of the Institute of Radio Engineers.* Their paper discusses the relationship of terrain, frequency, antenna design and power to economic factors of coverage.

THE transformation of educational broadcasts from the dry lecture type of program to broadcasts with "life" is reviewed in an article titled "Humanizing Education Via the Air", by Edward Codel, appearing in the February issue of *The Minnesota Journal of Education*, official organ of the Minnesota Education Association.

An FCC Inquiry?

MANY members of Congress, both in the Senate and House, are working up an appetite for an investigation of the FCC. The notoriety which has accompanied such incidents as the Williard Hotel "bribery" conversation, the Black Lobby Committee wire seizures, and the numerous tall stories about politics on the FCC, have tended to whet that appetite.

At the next session, we hear, there certainly will be an investigation of FCC personnel, perhaps by the Senate Interstate Commerce Committee. Several groups, dissatisfied with the treatment they have received from the FCC in the way of allocations of facilities, have been lobbying for an investigation as a retaliatory move.

It is folly to allow all of this conversation and all of these innuendos to continue indefinitely. We think it is time to have a Congressional Committee make its inquiry, and have it over with. Certain practices of the FCC, from our own observations, need correcting. It should function more like the ICC and the Trade Commission. But, we think, many members of Congress will probably be chagrined when they learn that most of the pressure being brought upon the FCC for granting this application or that, emanates from Congress itself.

There is dissension on the Commission. It should not exist. Honest differences of opinion are healthy, but constant internal bickering is not conducive of good administration. Less lip service and more honest, conscientious work is to be desired.

We Pay Our Respects To —

HERBERT WALLACE BUTTERWORTH

FOR NEARLY 20 years, mostly within the present decade, much has been written and said in marked praise of the so-called "voice with a smile" as an aid in promoting social and business cordiality.

In the Hall of Fame of broadcasting announcers, the oft-alluded to "silver-tongued voice" of H. Wallace Butterworth, radio director in the New York office of Stack-Goble Adv. Agency, Chicago, is known to legions.

Born Oct. 25, 1901, at Wallingford, Pa., suburb of Philadelphia, Butterworth was graduated in 1920 from Swarthmore high school, where he was president of the senior class, leader in dramatics and music and active in track and baseball.

In 1928, on the suggestion of a mutual friend, Butterworth, whose trained baritone voice met with much favor in two successful concert tours throughout Canada and the eastern section of the United States, visited New York City to invite the aid of Milton Cross to secure an NBC audition as a singer. While he did not make the acquaintance of Cross, who was away, he did meet Marty Sherris, chief announcer, who asked him why he thought he would make a good announcer. "Announcer!" said the surprised Butterworth. Fifteen days later he joined the NBC announcing staff. Not long thereafter his "voice with a smile" opened up the NBC Blue Network each morning in the *Rise and Shine* program.

Fate, or the good and quick judgment of knowing what to say and how to say it, thus cut short a singing career which started when "Wally", 12 years old, sold shoes after school hours in a department store to earn money for singing lessons, to buy two phonograph operatic recordings weekly and to pay for a season ticket for the Metropolitan Opera performances in Philadelphia.

Inborn love of music (his mother, a singer, is the oldest living graduate of the Department of Music of the University of Pennsylvania) prompted Butterworth, when confronted with the necessity of earning his own living, to take a two weeks' course in recording at the Victor Talking Machine Co. Laboratories in Camden, in preparation for what developed into five years' employment in selling talking machines and records for Frank Tollin Inc., Chester, Pa.

Butterworth's two concert tours were followed by a thrill of thrills —his essay as an impressario in inducing Martinelli to sing in Chester for $1,600! "Wally" was $20 richer when the concert was concluded, plus the "gain" of the friendship of Martinelli. He began again to study voice for one year in New York under Pasquale Amato!

Then for two years, in the service of Motor Parts Co., Philadelphia, "Wally" traveled all over Eastern Pennsylvania in establishing a remarkable record in selling Atwater-Kent radios.

Radio broadcasting's gates soon swung open for Butterworth. In nine months' connection with NBC in New York City, he handled with much credit, among other assignments, *Roxy And His Gang* and the Quaker Oats broadcast with *Phil Cook*, prior to his transfer to the NBC Chicago office. There he covered all important broadcasts in the territory from Cleveland to Minneapolis, in a workday of 12 hours continuous service!

It was while stationed in the "Great Central Market", on the Shores of Lake Michigan, that Butterworth by ability, untiring energy, and easy delivery, established a national reputation as an announcer. While a book would be required in which to enumerate the prominent commercial and sustaining programs, sensational events, contests, and conventions which he covered, some high spots in his announcing career are of such interest as to be worthy of mention.

Because of his knowledge of opera — being letter-perfect in seven roles—and close acquaintance with all the artists, he was selected to announce during two full seasons, the 26 performances of the Chicago Civic Opera Company.

In the National Open Golf Championship in Chicago a few years ago he followed Hagen around the course with a short-wave transmitter, while he also furnished the scoop in the description of Guldall's last hole as he failed, in a two-foot putt, to tie Johnny Goodman. NBC executives characterized his description of the opening of the Century of Progress World's Fair, May 27, 1933, as the finest broadcast he ever reported.

On the arrival of Gen. Balbo and the Italian Air Armada at the World's Fair he was the only person to get Balbo's voice from the decks of the Cruiser *Wilmette*, while he also gave the word picture of General Balbo's arrival at the opening ceremonies at Soldier's Field and the take-off of the Italian Air Armada in its flight from Chicago to New York City. In the Hunter Brothers' endurance flight he scored a scoop for NBC by dropping a "mike" into the plane, over which the two Hunters were heard four times daily for eight successive days all over the United States.

Butterworth regards his assignment as chief NBC announcer at the Democratic National Convention in 1932 as the most interesting service he has performed in radio, especially as in that connection he arranged and furnished the scoop for the reception on Roosevelt's arrival at the Chicago Airport. John W. Elwood, then NBC vice president, in a personal note of appreciation, wrote to Butterworth: "Your work will stand out in the annals of the most successful convention broadcast that we have had."

"In my opinion," says Butterworth, in commenting on commercial radio programs, "a broadcast need not be lavish or outstandingly brilliant to produce excellent sales results, if the copy is effective. The necessary thing is a sincere message that is logical, straight to the point, and delivered in a pleasant business-like manner."

While "Wally" likes baseball, golf is a decided hobby, especially as it not only provides for him recreation and good-fellowship but offers the opportunity in frequently playing during the summer with vice president R. A. Porter to discuss radio problems. Song and music are favorites in Butterworth's other pleasures. Drama is his choice in the theatre.

And further to show how versatile Butterworth is, we mention that in 1932, while in NBC service in Chicago, he wrote and published a book which clearly depicts the professional life of many radio artists. He is the proud father of "Wally, Jr.", three years old; Mrs. Butterworth, the former Antoniette Baillargeon, is the daughter of a socially prominent French-Canadian family of Montreal.

PERSONAL NOTES

GEORGE W. TRENDLE, president of the Kunsky-Trendle Broadcasting Corp., operating WXYZ, Detroit, and the Michigan Radio Network, returned March 21 from a month in Florida and Cuba.

D. E. (Plug) KENDRICK, operator of WIRE, Indianapolis, on March 25 motored with his family to Miami for a three weeks' vacation. He is resting on doctor's orders.

WILLIAM E. (Bill) DRIPS, NBC agricultural director, and Everett Mitchell, *Farm & Home Hour* announcer, have been given gold badges as evidence of their commissions as special deputy sheriffs of Polk County, Fla., where they recently directed broadcasting of the Orange Festival.

H. ALLAN CAMPBELL, general manager of WXYZ, Detroit and Michigan Network, was to leave March 30 for a month's vacation in Florida and Cuba.

HOWARD M. LOEB, manager of WFDF, Flint, Mich., and Mrs. Loeb, spent the latter part of February and early March at Fort Pierce, Fla., and returned home via Washington and Pittsburgh.

FREDERICK H. COLE, formerly of the advertisement department of Lever Bros. Co., has joined the sales promotion staff of WBZ-WBZA, in Boston.

DON ALDRICH, graduate of Montana State University, has joined the sales staff of KGVO, Missoula, Mont.

GORDON C. SLEPIN, formerly sales director of WOKO, Albany, has joined the commercial staff of WMCA, New York.

RAY LEWIS, account executive of KJBS, San Francisco, has been made a member of the local Junior Chamber of Commerce speaker's bureau.

WALLACE SMITH, new to radio, has joined the sales staff of KFBK, Sacramento, Cal., as account executive.

SAM PICKARD, CBS vice president, has returned to New York after a trip to the Pacific Coast and Hawaii begun last winter and culminating with a voyage through the Panama Canal to New York in March.

HELEN EDWARDS, former secretary to Ellsworth Wylie, general manager of KHJ, Los Angeles, has established an employment agency at 1151 South Broadway, Los Angeles. She was formerly on the staff of *Game & Gossip* magazine.

DEUMAN ARNOLD, for the last 18 months sales promotion manager of WROK, Rockford, Ill., has resigned to accept a similar position with KSTP, St. Paul, Minn.

PERRY WACHTEL, recently connected with a direct mail firm, has joined the sales staff of WMCA, New York.

Dr. Jolliffe Honored

DR. C. B. JOLLIFFE, chief engineer of Radio Corporation of America and formerly FCC chief engineer, returned from the Paris Conference of the International Broadcasting Union March 26. He was named vice president of the Union, whose Presidence General for the conference was M. Georges Mandel of the French Ministry of Posts & Telegraphs. Other vice presidents named were M. Mugica, representing the Argentine National Association of Broadcasters, and M. Kee Tsing Li, of the Chinese Ministry of Communications.

DARRELL DONNELL, *San Francisco Examiner* radio news commentator, who is heard six nights weekly over KYA, that city, and his companion Enid MacDonald, narrowly escaped death on March 15. When swimming in the ocean off Baker's Beach, San Francisco, they were caught in a strong riptide. After being downed three times, they were rescued by fellow swimmers.

BEHIND THE MICROPHONE

LOUIS E. AIKEN Jr., formerly of WLW, Cincinnati, William T. Crago, former baritone soloist of WGAR, Cleveland, and Charles W. Woods, formerly of KDKA, Pittsburgh, and WTAM, Cleveland, have joined the announcing staff of WXYZ, Detroit, and Michigan Network.

ALAN HALE, ex-G-man and former NBC sports announcer, has joined WISN, Milwaukee, to handle baseball broadcasts of Wadhams Oil Co. He left March 23 to spend two weeks with the local baseball team at its training camp.

DICK McDONOUGH, rapid-fire sports announcer of WBZ-WBZA, Boston-Springfield, has returned from a three-week tour of big-league baseball camps.

Results

WLS in February received 20,450 box tops for a cereal product advertised on WLS and new to the Metropolitan Chicago market.

For more news of WLS activities, see April 15th Issue of Broadcasting Magazine.

WLS Chicago

DELL SHARBUTT, CBS announcer, and Miss Meri Bell, radio singer, were married March 21 at the New York City Hall.

HENRY DANIEL GOODWIN, announcer of WBZ-WBZA, Boston-Springfield, is co-news editor and announces two of the four daily Esso programs sponsored by Standard Oil Co. of New Jersey.

LLOYD E. YODER, NBC western division press relations manager, San Francisco, has been made a member of the California Safety Council, and will serve on the educational committee. He was appointed by Gov. Merriam.

JACK SAYER, writer at KHJ, Los Angeles, and previously on its publicity staff, resigned in March to free lance as a radio producer.

HAROLD KEMP, who recently resigned as head of the NBC Artists Bureau, New York, in March became associated with the F & M-John Schultz agency, New York, and will make the trip to Hollywood at regular intervals in search of talent.

KING BARD, originator of the *NBC Breakfast Club*, on March 16 returned to WOOD, Grand Rapids.

DON KERR has resigned from the announcing staff of WMCA, New York.

CHARLES W. FLESHER, formerly associated with the Paramount Studios, Hollywood, and prior to that with KHJ, Los Angeles, has been appointed production manager of KFBK, Sacramento.

CLIFF HOWELL, chief announcer of KFWB, Hollywood, has been promoted to assistant production manager.

J. DONALD WILSON, Hollywood radio actor, has been appointed acting production manager of the Radio Transcription Co., taking the place of Lindsay MacHarrie, who returned to his former post as production manager of KHJ, Los Angeles.

IT'S THE BOLOGNA—This fragrant bit of fan mail has Bob Trout, CBS announcer in New York, wondering what to do about it. Clyde Hunt, CBS engineer in Washington, won it in a restaurant guessing contest when he estimated its weight at 53 pounds. Hunt promptly dispatched it to his former WJSV pal, inviting him to eat his words and maybe some bologna.

JOHN H. HARPLEY has been appointed assistant to William Lundell, NBC director of special events, succeeding Charles Russhon, resigned. Mr. Harpley joined the engineering staff of NBC in 1929 and more recently has been a member of the building maintenance department.

TOM BICKMORE, formerly in the publicity department of 20th Century Fox Studios, Hollywood, has been appointed publicity director of the Northern California Broadcasting System, operating KJBS, San Francisco and KQW, San Jose. He succeeds J. Lester Malloy, who resigned March 15 to engage in transportation work.

CHARLES J. SCHENK, formerly associated with CBS in New York as commercial program director, and recently with Blackett-Sample-Hummert Inc., Chicago, has joined the production staff of CBS in Chicago. Mr. Schenk worked with Howard Barlow on the original *March of Time* program and did production work for the Fred Waring-David Ross *Old Gold* broadcasts from New York.

JAMES WILLSON, announcer and program director of WWL, New Orleans, who was injured in a recent automobile accident in which Miss Elizabeth Ann Howell was killed, has recovered sufficiently to be removed to his home.

JACK SKINNER has resigned from the NBC press department in Radio City to enter the free lance radio publicity field.

BERTRAM SYMMES, in radio and dramatic stock work in San Francisco for the last five years, has joined the announcing staff of KSFO, that city, succeeding Leo Rumsey, who resigned to join KGMB, Honolulu, in a similar capacity. Donald Currlin, new to radio, has also joined the announcing staff of KSFO.

CHARLES WISE, publicity director of WKRC, Cincinnati, is back at his office after a two-week illness.

DARRELL DONNELL, news editor of KYA, San Francisco, has signed his third contract with the Hearst organization and is observing his fifth year as a news broadcaster and commentator. He also has been heard on KPO and KFRC, San Francisco.

JULES HERBUVEAUX, NBC production director, who is a licensed pilot, is giving the technical advice to Willis Cooper, author of the NBC *Flying Time* serial.

HAZEL WILBER in March joined the NBC production department in Hollywood to work in the music rights division.

Seventh Radio Institute Of Ohio State U. May 4-6

RADIO leaders will appear on the program of the seventh annual Institute for Education by Radio, to be held May 4-6, at Ohio State University, in Columbus. Institutes have been held each year since 1930, bringing together representatives of educational and commercial broadcasting stations, the chains, colleges and universities, and governmental agencies concerned with radio.

Where earlier programs sought justification and a place for radio education, this year's discussions mark a shifting of emphasis to the techniques of educational broadcasting. In the opinion of institute leaders, educational broadcasting has definitely established its value. Subjects for the various sessions include: Technique of educational broadcasting, administrative planning, special problems, techniques of script-writing, a clinic on broadcasting, and radio from the listener's standpoint. As a basis for the discussion of radio from the listener's viewpoint, institute attendants will see demonstrations of the use of radio programs in the classroom and by adult discussion groups.

New Jersey Bill to Bar Court Airings Opposed

STRONG protest against the so-called Radio-Photograph bill introduced in the New Jersey legislature, which would bar microphones and news photographers from courtrooms, has been filed by Jay Lewis, of the special feature department of WNEW, Newark, which has gone in strongly for trial broadcasts. Mr. Lewis fears the proposal may spread to New York and other states, and insists that radio, newsreels and photographers render a service demanded by taxpayers.

The bill aims to protect the dignity of court trials, a report accompanying it asserting that "impulses inspired and prompted by commercial instincts and desire for monetary gain have from time to time threatened to impair a proper and efficient administration of our courts, despite the quiet dignity, the abounding courage and the high degree of intelligence of New Jersey judges."

KSD

IN ST. LOUIS

. . . KSD CARRIED THE PROGRAMS OF ALL THE MILLION DOLLAR RADIO ADVERTISERS DURING THE YEAR 1935

KSD broadcast the programs of every one of the nine advertisers who spent a million dollars or more for Radio Advertising during 1935.

Rank		1935
1.	Procter & Gamble	$2,104,679
2.	General Foods Corp.	1,948,309
3.	Standard Brands, Inc.	1,938,377
4.	Ford Motor Co.	1,928,860
5.	Colgate-Palmolive-Peet Co.	1,679,037
6.	Sterling Products	1,422,640
7.	American Home Products	1,211,568
8.	Lady Esther Co.	1,100,998
9.	Pepsodent Co.	1,098,996

Figures compiled by National Research Bureau

Another Distinction to the Credit of the Distinguished Broadcasting Station in St. Louis.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & SELLINGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

YOUR MARKET—

The people in the East Texas Oil Fields with 20,000 oil wells and $500,000.00 daily production are served by this station.

You can reach them with

KFRO

"Voice of Longview"

Longview, Texas

IN THE CONTROL ROOM

TED ROBERTSON, chief sound technician of the studio players, WXYZ, Detroit, is the father of a girl born March 16.

H. U. GRAHAM, formerly of RCA-Victor Co., has been named inspector at the FCC monitoring station, Grand Island, Neb.

M. C. BARTON Jr., formerly chief operator of WIS, Columbia, S. C., now is chief operator of WMFR, High Point, N. C.

J. A. BLACKMAN, formerly of TWA airlines, has joined WAGF, Dothan, Ala.

GLENN G. BOUNDY, formerly of WWVA, Wheeling, has been named supervising engineer of a two-way ultra-high frequency station, using Western Electric equipment, which is to be operated by Wheeling police.

ERNEST L. ADAMS has been advanced to the chief operator's post at WHIO, Dayton.

N. J. MELANCON, formerly of Ripley S. S. Co., is handling Transradio at KFPW, Fort Smith, Ark., and also is relief operator.

U. L. LYNCH, formerly of Eastern Air Transport at Jacksonville, Fla., has joined WSVA, Harrisonburg, Va.

WILLIAM P. HOWE, formerly of the U. S. Coast and Geodetic Survey at Norfolk, Va., has returned to WAIU, Columbus.

R. D. LeMERT, former chief engineer of W6XAI, Bakersfield, Cal., has been named vice president of De Forest Television Corp., Hollywood.

GENE GOLDRUP, chief technician for KGMB, Honolulu, was married in that city to Miss Fernita McKillop of San Francisco, early in March.

LESLIE HEWETT, for many years chief engineer of KFWB, Hollywood, but working in film circles the last two years, in March returned to the station as supervising engineer.

E. C. LITTLER, chief engineer of 4BC, Brisbane, Australia, arrived in Los Angeles in March and later left for New York for an extended business trip. E. B. Chandler, son of the station's owner, J. B. Chandler, has been in this country for several months. He left Chicago en route for Los Angeles and returned East with Mr. Littler.

VIRGIL REIMER, former sound effects man at KHJ, Los Angeles, in March joined the NBC Hollywood staff in the same capacity.

R. G. DENECHAUD, formerly on the technical staff of KFI, Los Angeles, and Floyd Wetteland, formerly with stations in the Northwest, in March joined the NBC engineering force in Hollywood.

U. S. Research Vacancy

AN OPEN competitive examination for an associate radio physicist at $3,200 a year, to fill a vacancy at the Naval Research Laboratory, Washington, has been announced by the U. S. Civil Service Commission. Duties will consist of practical and theoretical research in ultra-shortwaves from 1 to 75 centimeters. Applicants can secure details from the Civil Service Commission at Washington and must file not later than April 13.

CHAMBERS ENTERS PRIVATE PRACTICE

Mr. Chambers

JOSEPH A. CHAMBERS, technical supervisor of WLW and WSAI, Cincinnati, and recognized as one of the country's foremost radio engineers, on March 25 resigned that post, effective April 1, to establish a radio consulting practice in Washington.

The builder of the first 500,000 watt station in the world, which power WLW now is using, Mr. Chambers is credited with many station engineering innovations. He is also recognized as an authority on antenna design.

After three years with General Electric Co., in Schenectady and as development engineer of WGY, Mr. Chambers became chief engineer of the Crosley stations in 1927, which post he has held since. For the last half-dozen years he has been chairman of the engineering committee of the NAB.

Mr. Chambers probably will establish offices in the National Press Building in Washington, and will specialize in consulting practice before the FCC Broadcast Division, particularly on allocation matters and station design.

EQUIPMENT

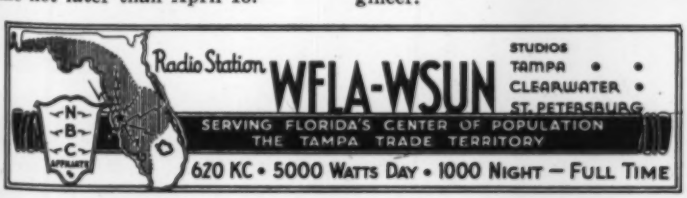
WBT, Charlotte, N. C., is rushing to completion plans for new studios and offices, having outgrown present quarters. The entire sixth floor in the Wilder Bldg. has been leased. Modernistic treatment will be given the three new studios and two auxiliary studios to be used for auditions and rehearsals. New equipment will be installed. Glass enclosed audience and clients' rooms will be constructed. Work is to be completed June 1.

COLLINS RADIO Co., Cedar Rapids, has issued four new catalogs covering Collins speech equipment, broadcast transmitters, the 45A small-sized transmitter and the 30FXC transmitter.

WJDX, Jackson Miss., is testing an auxiliary power supply to be used if power lines fail. It consists of an engine propelled by natural gas which in turn will run an electrical generator. turn will run an electrical generator. A complete new ground system is to be installed at the transmitter plant with preliminary tests showing a marked increase in signal strength and extension of service area.

Dean Bush Honored

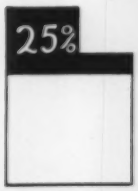
DR. VANNEVAR BUSH, dean of the engineering school of Massachusetts Institute of Technology, will receive the 1935 Lamme medal of the American Institute of Electrical Engineers at its June convention in Pasadena in recognition of his achievements in electrical development. The award was founded by the late Benjamin G. Lamme, Westinghouse chief engineer.



KDYL *for a*

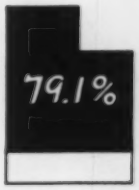
CONCENTRATED COVERAGE *of a* CONCENTRATED MARKET

DO YOU KNOW THAT . . .

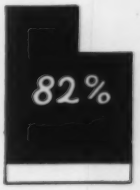


ONE FOURTH OF UTAH'S AREA CONTAINS—

OF THE TOTAL POPULATION



OF THE TOTAL RADIO FAMILIES



OF THE SPENDABLE MONEY INCOME

AND THAT INTENSIVE KDYL WITH ITS COVERAGE

OF THIS AREA, IS THE MARKET'S DOMINANT SELLING MEDIUM

National Representatives

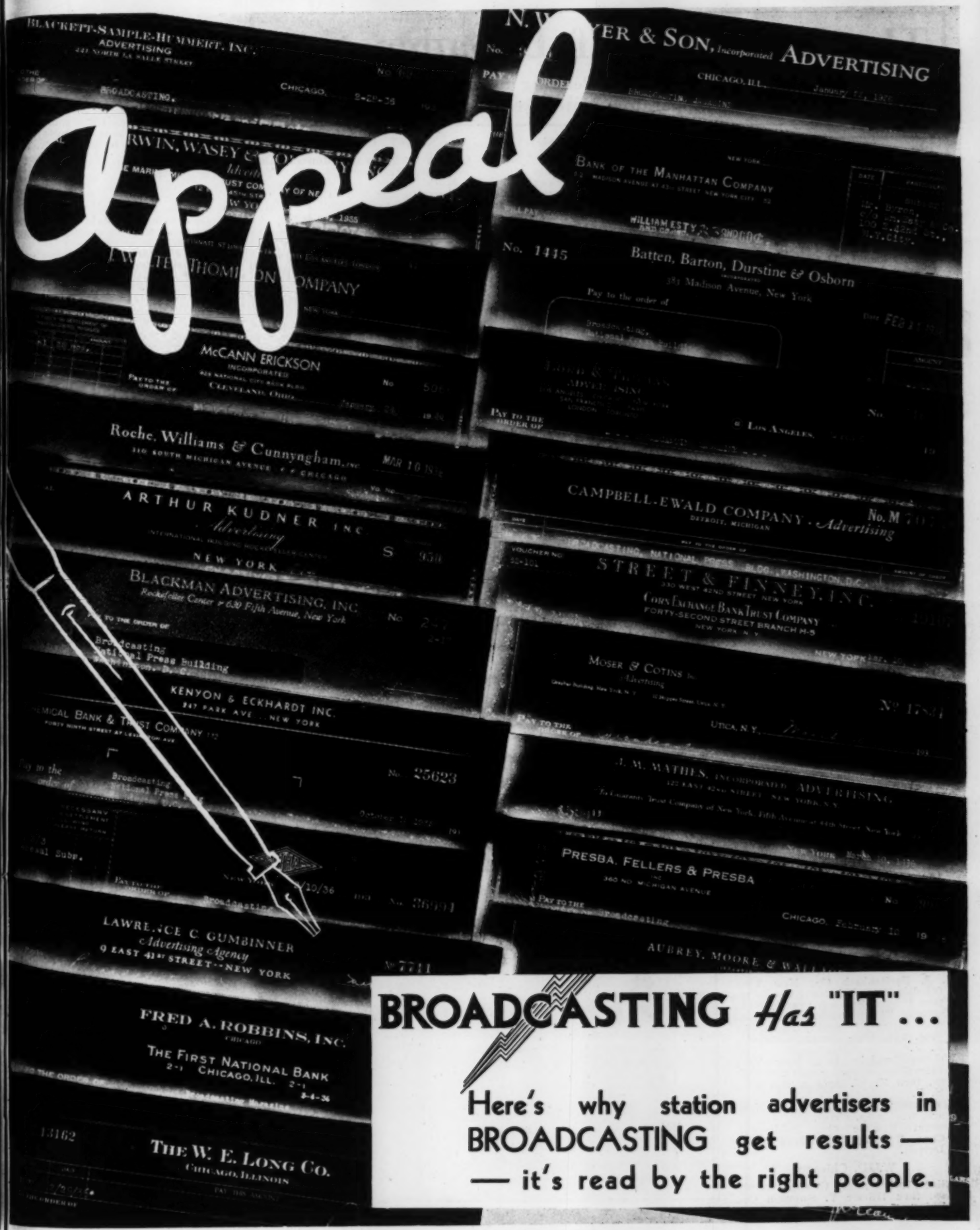
John Blair & Company

New York • Chicago
San Francisco • Los Angeles
Detroit

an NBC Station

Checks
MILES LABORATORIES, INC.
ELKHART, INDIANA
THE TEXAS COMPANY
GENERAL DEPARTMENT
AMERICAN CAN COMPANY
230 PARK AVENUE
NEW YORK
FIRST NATIONAL BANK
BALTIMORE, MD.
Johns Manville
New York, N.Y.
UNITED REMEDIES, INCORPORATED
AMERICAN NATIONAL BANK AND TRUST COMPANY
CHICAGO, ILLINOIS
INTERNATIONAL HARVESTER CO.
PEORIA, ILLINOIS
DR. PEPPER COMPANY
DALLAS, TEXAS, MARCH 10TH,
THOMAS J. LIPTON, INC.
HOBOKEN, N.J.
Pacific Coast Borax Company
Wadhams Oil Company
Petroleum Products
Milwaukee, Wis.
Wadhams
BULOVA WATCH COMPANY
KRAFT-PHENIX CHEESE CORPORATION
CHICAGO
THE PENNZOIL COMPANY
OIL CITY, PENNA.
Kroger
THE CENTRAL TRUST CO.
CINCINNATI, O.
EX-LAX, INC.
BROOKLYN, N.Y.
ARMSTRONG PAINT & VARNISH WORKS
CHICAGO, ILLINOIS
THE NORTHERN TRUST CO.
THE ATLANTIC REFINING COMPANY
PHILADELPHIA, PA.
THE FIRST NATIONAL BANK
MONARCH
FOOD PRODUCTS
REID, MURDOCH & CO.
CHICAGO, ILL.
THE MUSTEROLE COMPANY
CLEVELAND, OHIO
PHILLIPS
DELICIOUS
CAMBRIDGE, MARYLAND
Bromo-Seltzer

XUM



BROADCASTING *Has* "IT"...

Here's why station advertisers in BROADCASTING get results — — it's read by the right people.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Household Finance Corp., Chicago (family loans), 52 *sa* (tiein), thru Charles Daniel Frey Co., Chicago.
Max Mehl, Fort Worth (Numismatic), 2 *t*, thru Guenther-Bradford Co., Chicago.
Florida Citrus Commission, Lakeland, Fla. (fruit), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's), 26 *sa*, thru John W. Queen, Boston.
American Washing Machine Mfrs. Assn., Cleveland, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Bernard Perfumers, St. Louis (Love Charm), 13 *sp*, thru Hilmer V. Swenson Co., St. Louis.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 12 *sa*, thru Barrons Adv. Co., Kansas City.
Procter & Gamble Co., Cincinnati (Ivory), 1 *sa* (tiein), thru Blackman Adv. Inc., N. Y.
Standard Oil Co. of New Jersey, New York (Esso), 312 *sp*, thru Marschalk & Pratt Inc., N. Y.
W. F. Straub & Co., Chicago (Lake Shore honey), 39 *sa*, thru Mitchell-Faust Adv. Co. Inc., Chicago.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 54 *sa*, thru Brooke, Smith & French Inc., N. Y.
Dethol Mfg. Co., Washington (insecticide), 52 *ta*, thru Aitkin-Kynett Co. Inc., Philadelphia.
Continental Oil Co., Ponca City, Okla. (Conoco), 26 *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Consolidated By-Products Co., Philadelphia (Marco dog food), 13 *t*, thru McLain Organization, Philadelphia.
National Flower & Garden Show, Baltimore, 21 *sa*, thru Hoffman Bros. Co., Baltimore.
Schluderberg-Kurdle Co., Baltimore (Esskay meat), 130 *sa*, thru Emery Adv. Agency, Baltimore.
American Oil Co., Baltimore (Amoco), 2 *sa*, thru Joseph Katz Co., Baltimore.
American Stores Co., Baltimore (retail chain), 312 *t*, direct.
Ford Motor Co., Alexandria, Va. (autos), 6 *t*, 6 *sa*, thru McCann-Erickson Inc., N. Y.
Free State Brewing Co., Baltimore, 12 *sa*, direct.
Gunther Brewing Co., Baltimore, 1248 *sa*, thru I. A. Goldman & Co., Baltimore.

WOR, Newark

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), weekly *sp*, thru Brooke, Smith & French, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 18 weekly *sa*, (starts Sept. 27), thru Joseph Katz Co., N. Y.
Webster-Eisenlohr Inc., New York (Henrietta, Girard cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
New Jersey Bell Telephone Co., Newark, weekly *sp*, direct.
General Electric Co., Bridgeport, Conn., 2 weekly *t*, thru Maxon Inc., Detroit.

WJJD, Chicago

Allied Florists Assn., Chicago, weekly *sp*, thru Hilmer V. Swenson Co., Chicago.

KDKA, Pittsburgh

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 24 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Dr. Salsbury's Laboratory, Charles City, Ia. (poultry remedy), 52 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
John Morrell & Co., Ottumwa, Ia., 78 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John Morrell & Co., Ottumwa, Ia., 63 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Chr. Hansen's Lab. Inc., Little Falls, N. Y. (dessert), 39 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
A. C. Gilbert Co., New Haven, 13 *sp*, thru Chas. W. Hoyt Co. Inc., N. Y.
International Vitamin Corp., New York (IVC Pearls), 26 *sp*, thru Reincke-Ellis-Youngreen & Finn Inc., N. Y.
American Assn. of Washing Machine Mfrs., Chicago, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Dairy Assoc. Co. Inc., Lyndonville, Vt., 14 *sa*, thru Hays Adv. Agency Inc., Burlington, Vt.

WKRC, Cincinnati

Nu-Enamel Corp., Boston (paint), 300 *sa*, direct.
Harten-Knodel Corp., Cincinnati (Norge refrigerators), 100 *ta*, direct.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrott shoes), 13 *t*, direct.
General Electric Co., New York (washers, ironers), 13 *t*, thru Maxon Inc., Detroit.
Magazine Repeating Razor Co., New York (Shick razors), 35 *sa*, thru J. M. Mathes Inc., N. Y.
Lever Bros. Co., Boston (Spry), 26 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Wiggins Chemical Co., Cincinnati (waterless cleaner), 26 *sa*, direct.

WSB, Atlanta

Wofford Oil Co., Atlanta (oil, gas), 5 weekly *t*, thru Freitag Adv. Agency, Atlanta.
Dr. W. B. Caldwell Inc., Monticello, Ill. (syrup pepsin), 3 weekly *sp*, thru Cramer-Krasselt Co., Milwaukee.

WTAL, Tallahassee, Fla.

French Lick Springs Hotel Co., French Lick, Ind. (Pluto water), *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KNX, Los Angeles

Charles Goldstein Co., Juneau, Alaska (furs), weekly *t*, thru Sam Miles.
Safeway Stores Inc., Oakland, Cal. (meat), 52 *ta*, thru J. Walter Thompson Co., San Francisco.
Eleanor Martin, Chicago (knitting equipment), 1 *sp*, thru Morenus Adv. Agency, Chicago.
Picture Ring Co., Cincinnati, 1 *sp*, thru Frederick W. Ziv Inc., Cincinnati.

WBT, Charlotte, N. C.

Kay Jewelry Co., Charlotte, 5 *sa*, thru Simons-Michelson Co., Detroit.
Capper Publications, Topeka (Household Magazine), 6 *t*, thru Presba, Fellers & Presba Inc., Chicago.
United Drug Co., Boston (Rexall sale), 5 *t*, thru Street & Finney Inc., N. Y.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 26 *ta*, thru Weston-Barnett Inc., Waterloo.

WGY, Schenectady

Richfield Oil Corp., New York, 52 *t*, thru Fletcher & Ellis Inc., N. Y.
Steiners Department Store, Ballston Spa., N. Y., 18 *sa*, thru Leighton & Nelson, Schenectady.
General Electric Co., Schenectady, 14 *t*, thru Maxon Inc., Detroit.
Oneida Community Silverware Co., 72 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.
United Baking Co., Albany, 112 *sa*, thru Adirondack Adv. Agency, Albany.

WMCA, New York

Natural Bloom Inc., New York (cigars), 4 weekly *sp*, thru Montrose Adv. Agency, N. Y.
McFadden Publications Inc., New York (True Story), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Conti Products Corp., New York (soaps), 5 weekly *sp*, thru Bermingham, Castleman & Pierce Inc., N. Y.

KGVO, Missoula, Mont.

Montana Power Co., Missoula, 3 weekly *t*, direct.
M. J. B. Co., San Francisco (coffee), 6 weekly *sa*, thru Lord & Thomas, San Francisco.
General Electric Co., Schenectady, 2 weekly *t*, direct.

"Psst! Mr. Wynn! Your hat!" From Life

WLS, Chicago

O'Cedar Corp., Chicago (polish and mops) 78 *sa*, thru John H. Dunham Co., Chicago.
Campbell Cereal Co. Minneapolis, Minn. (Malt-O-Meal) 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
American Washing Machine Mfrs. Assn., Chicago, 26 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
Jelsert Co., Chicago (desserts), 49 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Walker Remedy Co. Waterloo, Ia. (Walko Poultry Tablets) 26 *sa*, thru Weston-Barnett Inc., Waterloo.
Little Crow Milling Co. Warsaw, Ind. (Coco Wheats-pancake flour), 156 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Union Pacific Railroad, Chicago (rail transportation), 10 *sa*, thru Ernest Bader & Co., Omaha.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 52 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Evans Fur Co., Chicago (retail furs), 4 *sp*, thru Auspitz and Lee, Chicago.
Tony Wons, Chicago (seeds), 3 weekly *sp*, direct.
Acme Mfg. Co., Forest Park, Ill. (live stock feed), 49 *sa*, thru K. E. Shepard Adv. Agency, Chicago.
Dairy Association Co. Inc., Lyndonville, Vt., 14 *sa*, thru Hayes Adv. Agency Inc., Burlington, Vt.
Mentho-Kreamo Inc., Clinton, Ill. (proprietary), 78 *sa*, thru Beaumont & Hohman Inc., Chicago.
LeJay Mfg. Co., Minneapolis, Minn. (generator systems), 6 *sa*, thru Frizzell Adv. Agency Inc., Minneapolis.
Bernard Perfumers, St. Louis (Love Charm perfume), weekly *sa*, thru Hilmer V. Swenson, St. Louis, Mo.
Collingbourne Mills, Elgin, Ill. (Virginia Snow yarns), weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.

WHAM, Rochester

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
General Mills Inc., Minneapolis (Gold Medal flour), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Drene), 10 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Prido), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Milton Bradley Co., Springfield, Mass. (Easy Money game), 15 *sa*, direct.
Beechnut Packing Co., Canajoharie, N. Y. (food), weekly *sa*, thru McCann-Erickson Inc., N. Y.
Richfield Oil Corp., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Utica Mutual Insurance Co., Utica, N. Y., weekly *sa*, thru Devereux & Smith Inc., Utica.

WHIO, Dayton

Lykolene Co., Kansas City (dental cream), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Foster-Milburn Co., Buffalo (Doan's pills), 39 *ta*, thru Street & Finney Inc., N. Y.
Magazine Repeating Razor Co., New York (Shick blades), 7 weekly *sa*, thru J. M. Mathes Inc., N. Y.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 36 *ta*, thru Brooke, Smith & French Inc., N. Y.
General Motors Corp., Detroit (auto show), 70 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Frigidaire Corp., Dayton (elec. refrigerators), 9 *sa*, thru Lord & Thomas, Chicago.

WFIL, Philadelphia

Valley Forge Memorial Estates, Philadelphia, 52 *t*, direct.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

LEVER BROS. Co., Cambridge, Mass. (Rinso, Lifebuoy) on March 24 started *Ken Murray, Phil Regan, Russ Morgan orchestra* on 56 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on May 2 starts *Your Hit Parade* on 88 CBS stations, Saturdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

DODGE BROS. Corp., Detroit (autos) on April 4 broadcasts (one time only) *Dodge Presents*: on 70 CBS stations, 2-2:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

MacFADDEN PUBLICATIONS Inc., New York, on June 2 starts *Good Will Court* on 4 MBS stations, Tuesdays, 10-10:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) on March 30 started *How to Be Charming* on 29 NBC-WJZ stations, Tues., Thurs., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpowder) on March 30 started *Backstage Wife* on 21 NBC-WJZ stations, Mon. thru Fri., 4:15-4:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Bayer's aspirin) on May 27 starts *Lavender & Old Lace* on 17 NBC-WJZ stations, Wednesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (toothpaste) on April 15 starts program on 19 NBC-WJZ stations, Wednesdays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Phillips dental cream) on May 26 starts *Melodania* on 17 NBC-WJZ stations, Tuesdays, 9:30-10 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

RALSTON-PURINA Co., St. Louis (Ry-Krisp) on April 3 starts *Marion Talley and Orchestra* on 35 NBC-WEAF stations, Fridays, 10:30-10:45 p. m. Agency: Gardner Adv. Co., St. Louis.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on April 5 starts *Jack Hylton orchestra* on 25 NBC-WJZ stations, Sundays, 9-9:30 p. m. (repeat at 12 midnight). Agency: Leo Burnett Co. Inc., Chicago.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on April 13 starts for 13 weeks *Frank Watanabe & Williams*, on 6 NBC-KGO stations, Mondays thru Fridays, 8:15-8:30 p. m. (PST). Agency: Wade Adv. Agency, Chicago.

HAAS BROS., San Francisco, (Trupak food products) on March 25 started for 13 weeks participation in *Woman's Magazine of the Air* on NBC-KPO, Wednesdays, 3:15-3:30 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

THOMAS J. LIPTON Inc., Hoboken, N. J. (teas), on March 20 started for 13 weeks participation in *Feminine Fancies* on 12 CBS-Don Lee network stations. Wednesdays and Fridays, 3:20-3:30 p. m. (PST). Agency: Frank Presbrey Co. Inc., New York.

Renewal Accounts

GRUEN WATCH MAKERS GUILD, Cincinnati, on March 31 renews on 4 MBS stations, changing program to *Time Marches Back*, Tuesdays, 7:45-8 p. m. Agency: De Garmo Corp., N. Y.

WESSON OIL & SNOWDRIFT SALES CO. Inc., San Francisco (Wesson salad oil and Snowdrift shortening), on April 27 renews for 13 weeks *Hawthorne House* on 6 NBC-KPO stations, Mondays, 8:00-8:30 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

Network Changes

PET MILK SALES Corp., St. Louis, on March 31 adds 12 stations to CBS program and on April 28 changes to 12:15-12:30 p. m., Tues., Thurs.

BRISTOL-MYERS Co. in July replaces *Fred Allen* on NBC-WEAF network with *Stoopnagle & Budd* until Sept. 30.

LIGGETT & MYERS Co. on May 1 shifts CBS Saturday series to 10-10:30 p. m. Fridays.

REMINGTON RAND Inc. on March 31 shifts *Edwin C. Hill* to 7:15-7:30 p. m. Tues., Thurs., Sat. on 21 NBC-WJZ stations.

NBC SUSTAINERS
Are Designed for Sponsorship Under Lohr Policy

A NEW sustaining program policy, whereby sustaining features will be built with the objective of making them available for commercial sponsorship, is indicated within NBC as an initial program change introduced by Lenox R. Lohr, NBC president.

On March 23 NBC announced that Benny Rubin, dialect comedian, will inaugurate a variety show beginning April 1 over a nationwide NBC-WJZ network, at 8:30 p. m. (EST). The show will star Rubin along with Lester Vail, dramatic artist, as master of ceremonies, the Rhythm Girls trio, the Four Showmen quartet, and a dance band directed by Harold Anderson.

Eddie Foy Jr., son of the famous entertainer, made his NBC debut over an NBC-WJZ network on March 25, and is expected to be placed in a regular sustaining series.

Mr. Lohr is known to be considering a weeding out process for sustaining programs which do not have a sufficient popularity and which are not adaptable for eventual commercial sponsorship.

CLIFF SLEININGER STARTS REP FIRM

Mr. Sleininger

ORGANIZATION of Sleininger Inc., to represent a small limited group of broadcasting stations, was announced March 24 by Clifford L. Sleininger, who resigned last month as secretary-treasurer of Free & Sleininger and who was also identified with Free, Johns & Field, station representatives. Mr. Sleininger is president of the new company, and has established offices at 360 N. Michigan Ave., Chicago. Offices in New York also will be opened.

Mr. Sleininger said he decided upon organization of the new company because of his conviction that adequate representation of stations in the spot market is possible only when the group of stations is small and carefully selected. Station representation, he added, has grown without much forethought or direction in the last four years. "Our aim," he said, "is to fulfill the need of certain stations by providing a few of them with complete, individual representation."

thousands of superlatives

CAN'T DO JUSTICE TO
A MANAGER'S CONCEPTION
OF HIS OWN STATION

so we'll just say—

Best Daytime Station in the Land

5000 WATTS DAY
570 KILOCYCLES
FULL TIME
CBS AFFILIATE

WNAX

YANKTON, SO. DAKOTA

WALTER BIDDICK — West Coast
WILSON-DALTON — Chicago-Kansas City
NORMAN CRAIG — New York

AGENCIES AND REPRESENTATIVES

HENRY T. EWALD, president of Campbell-Ewald Co. Inc., Detroit, touring the country, visiting his agencies and conferring with advertising executives in leading cities, was on the Pacific Coast during March. While in San Francisco he conferred with R. V. Dunne, Pacific Coast manager of the agency on the General Motors Corp., Chevrolet Motor Co. and other national accounts.

AFTER an absence of six months, during which he was connected with Associated Sales Co., Detroit sales promotion organization, Frederick C. Hanks has rejoined the creative staff of Brooke, Smith & French Inc., Detroit and New York agency.

JAMES L. FREE, president of Free & Sleininger Inc., station representatives, has served notice of cancellation of the company's representation agreement with WJJD, Chicago. According to Mr. Free, this cancellation will be effective April 30. Free & Sleininger formerly represented both WJJD and WIND in the East and on the Pacific Coast. Last week Ralph Atlass, head of both WIND and WJJD, notified Free & Sleininger of his intention to cancel the WIND representation contract but to retain the firm for representation of WJJD. Free & Sleininger's cancellation of the WJJD contract followed.

A Rich Concentrated Trade Area
MISSOULA, MONTANA
KGVO
1000 Watts 1260 KC

Is Your Name Here?

The I. J. Fox Company
Personal Finance Company
Maryland Pharmaceutical Co.
The K. B. Company
Cleveland Von Company
Ohio Smelting Company
Crazy Water Crystals Co.
E. W. Rose Company (Zemo)
Smerdas Music House
Karnack-Ambrosia Company
Watch Tower Radio Service
Cleveland City Mission
Saunders System
Max Rosenblum
Burts, Inc.
Wanda Furniture Company
White Cross Beauty Products
Havre Department Store
Brazis Brothers Clothing
H. Blonder Company
Sidney Rose, Clothier

SMART ADVERTISERS USING **WJAY** FOR FIVE YEARS
Reason? RESULTS!
WJAY HAS MORE LOCAL CLIENTS THAN ANY OTHER STATION IN CLEVELAND
Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

JESS T. YEATES, for the last eight years in radio program construction and musical arrangement work in New York and Portland, Ore., has joined the Johnston Adv. Agency, San Francisco, as account executive, and will handle radio along with other accounts. Albert E. MacKenzie, of Washington, D. C., has also joined the agency as account executive.

B. C. NOAKES, radio director of Frank Presbrey Co. Inc., New York, was in San Francisco for several days in March to confer with M. A. Reilly, Western division sales manager of Thomas J. Lipton Inc., (teas), on a Pacific Coast campaign launched this month. The campaign includes a twice - weekly participation for 13 weeks in the CBS-Don Lee network afternoon musical program *Feminine Fancies* originating at KFRC, San Francisco.

R. C. RAMBEAU, Pacific Coast manager of the William G. Rambeau Compauny, national radio station representatives, returned to his desk in San Francisco on April 1 after a trip to Chicago and New York, where he conferred with officials of his organization.

RAY SINES has joined the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco. He was formerly in the advertising department of Tea Garden Products Co., that city.

RODMAN WANAMAKER II, Philadelphia, has joined the New York staff of Geyer, Cornell & Newell Inc., according to announcement by H. W. Newell, vice president.

STEPHEN H. HARTSHORN, formerly in charge of the Chicago office of Clark-Hooper Inc., advertising research, has returned to its New York office to resume charge of the radio reports division, with Eric A. Tomsett assigned to head the Chicago office now occupying larger quarters at 410 Michigan Ave.

R. C. HERRICK, radio director of Key Adv. Agency, Cincinnati, who joined that agency last November after having served as radio director of Schwimmer & Scott, Chicago, has been elected vice president. The Key agency on April 1 will move to larger quarters on the sixth floor of Cincinnati's Fountain Square Bldg.

RAY M. WRIGHT, who formerly operated his own agency in San Francisco, has joined the merchandizing department of Sherman, Clay & Co., that city.

WALTER W. MONROE Jr., for the last eight months on the advertising staff of the *Honolulu Star-Bulletin*, has joined the San Francisco office of the Walter Biddick Co., as assistant to Don Robbins, manager. Monroe succeeds John C. Kiewel, who was transferred to the Seattle office as manager.

RICHARD JORGENSEN, for the last four years with Frederick Seid Adv. Agency, San Francisco, has opened his own agency at 74 N. First St., San Jose, Cal.

DOROTHY DONN WAGNER, formerly in the script department of Metropolitan Studios, Hollywood, and more recently radio free lance writer, has been appointed radio producer for the Long Adv. Service, San Francisco. The agency has also moved its San Francisco offices to larger quarters at 1041 Russ Bldg.

C. L. YOUNG, formerly vice president, has become president and owner of Roy Alden & Associates, Los Angeles agency.

R. E. Howard Resigns FromCampbell-EwaldCo.

Mr. Howard

AFTER AN eight-year tenure, R. E. (Bob) Howard, has resigned from the radio department of Campbell - Ewald Co. Inc., Detroit. He is considering several proposals which will keep him in radio advertising. Named as Mr. Howard's successor, effective April 1 is Garfield C. Packard, who was transferred to the agency's radio buying post from assignment on the Chevrolet account. He was formerly with World Broadcasting System, CKLW, Detroit and J. H. Neebe Co. Mr. Howard joined Campbell-Ewald in 1928 after having been with Paramount in Hollywood for nearly three years. Prior to that he was with Price-Waterhouse, public accountants in New York. Upon his departure from Campbell-Ewald, he and Mrs. Howard will take a two-week vacation.

Nelson Succeeds Dixon

PETER DIXON, radio director of Kenyon & Eckhardt, New York, has resigned and his place will be filled by Jack Nelson, formerly of Lennen & Mitchell. The shift becomes effective April 1, although it was disclosed that Mr. Dixon's resignation has been in the agency's hands since last January. Mr. Dixon joined Kenyon & Eckhardt last October, disbanding his program producing organization, Peter Dixon & Associates. His plans are indefinite, but he will be located at 711 Fifth Ave. after April 1.

Buys Interest in WROK

DROPPING its FCC application to secure authorization for a transfer of majority control of WROK, Rockford, Ill., Rockford Consolidated Newspapers Inc. instead is now considering acquisition of a minority interest in the station, a 500-watt regional on 1410 kc. which recently secured full time. It is expected that the deal will be consummated in latter April. The newspaper organization, publishing the *Rockford Star* and *Register Republic*, is headed by Mrs. Ruth Hanna McCormick Simms, while Lloyd C. Thomas, station manager, heads the list of stockholders in WROK. No changes in the station management are contemplated.

THELMA BUTLER, associate editor for 14 years of the San Francisco radio fan publication, *Broadcast Weekly*, which was recently discontinued, has joined the advertising department of Colvin - Templeton Inc., San Francisco, Westinghouse refrigerator distributors.

NED J. NEWMAN Adv. Agency, Los Angeles, has moved to larger quarters in the Commercial Exchange Bldg. and T. W. Burkett has become its production manager.

RADIO ADVERTISERS

NEWART Co. Inc., Chicago, through Malcolm-Howard Adv. Agency, Chicago, has entered into a four-station local clothing sales campaign. WMAQ, Chicago, will carry one weather report announcement daily; WENR, Chicago, will have four daily; WBBM, Chicago, will have one time signal daily, and WCFL, Chicago, will have two ten-minute studio programs of popular music each week, using transcriptions.

SAFEWAY STORES Inc., Oakland, Cal. (chain grocery and market), to announce its fresh meat delivery service in Los Angeles, on March 11 started a ten-day campaign, using one-minute dramatized transcription announcements, five times daily, on four stations in that territory. Discs, made by MacGregor & Sollie Inc., San Francisco, were placed on KNX and KFWB, Hollywood; KHJ and KFI, Los Angeles. J. Walter Thompson Co., San Francisco, is the agency.

JAMES GRAHAM Mfg. Co., San Francisco, manufacturers and distributors of Wedgewood stoves, has appointed the Long Adv. Service, that city, to direct its national advertising and along with other media on March 16 started for eight weeks a nightly spot announcement campaign on NBC-KGO, San Francisco. The agency has also been appointed to direct advertising for Shirar-Young Co., San Francisco (refrigeration), and on March 15 started for 52 weeks a Sunday morning quarter-hour musical series of popular recordings on KJBS, that city, supplementing the program with six weekly one minute spot announcements for one year on the same station. Hassel W. Smith is servicing both accounts.

DUNCAN COFFEE Co., Houston, has placed its account with H. Wirt Steele Adv. Agency, Houston.

HAAS, BARUCH & Co., Los Angeles (Iris coffee) is advertising through Erwin, Wasey & Co., Los Angeles.

MAYBELLINE Co., Chicago (eyelash dye) has named Kirtland-Engel Co., Chicago, to direct its advertising.

OLSON RUG Co., Chicago (rebuilt rugs) places radio advertising through Presba, Fellers & Presba Inc., Chicago.

PLANTERS EDIBLE OIL Co., New York, has named Gotham Adv. Co., New York, to service its account.

UNIVERSAL CAMERA Corp., New York, has placed its advertising with Donahue & Coe Inc., N. Y.

ZORO Co., Chicago (Zorex moth cakes) will advertise through Van Hecker-MacLeod Inc., Chicago.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations
KOMO NBC-Red | **KJR** NBC-Blue
National Representatives — EDWARD PETRY & CO.

Canadian Inquiry Begun on Activity Of CRC's Regime

Temporary Lease on Life Given Commission by Parliament

By JAMES MONTAGNES

AS CANADA'S fiscal year comes to a close on March 31, the Canadian Radio Commission is given a temporary lease on life in the new fiscal year with the announcement from Ottawa's Parliament that a committee of 23 from all parts of Canada has been appointed to delve into the matter of giving the Canadian public adequate broadcasting service.

Including three present cabinet ministers and one former cabinet minister the committee consists of 17 Liberals, four Conservatives, one Social Crediter, and one C. C. F. (Cooperative Commonwealth Federation). United States-born grain elevator builder C. D. Howe, Minister of Marine, Railways & Canals, under whose jurisdiction radio falls, is a member for the Liberals, with former Marine Minister P. J. A. Cardin, now Minister of Public Works, and Ian Mackenzie, Minister of National Defense. The ex-cabinet member is Denton Massey, one of ex-Premier Bennett's young men. Massey also has had much radio experience, as master of ceremonies, political speaker and announcer.

The Parliamentary committee, quoting the official announcement will "inquire into the operations of the Canadian Radio Commission and its administration of the Canadian Radio Broadcasting Act of 1932 and amendments, and the regulations made under authority thereof; advise what if any, changes shall be effected in the existing system of radio broadcasting; and whether the said statutes and regulations should be amended in whole or in part, and what, if any, additions should be made thereto; also inquire into the extent to which there has been an abuse of broadcasting privileges, either for political or advertising purposes, and to advise as to what principles should govern the regulations or control thereof."

A New Deal Sought

NO DATE has at this writing been set for the committee to begin its work, but it is empowered to question witnesses, examine papers and records as evidence, and make reports from time to time to Parliament.

Shortly before the announcement of the committee appointment R. W. Ashcroft, Toronto advertising expert for Gooderham & Worts, who operated the Trans-Canada Broadcasting Co. before the Radio Commission came into being with CKGW (now Commission-leased CRCT) as key station, started once more his campaign for a new deal in Canadian broadcasting. Ashcroft is bound to appear before the new committee (he has before past committees) and his plan is for privately owned stations with a chartered Canadian Broadcasting Corporation financed on a tube license fee system, supplying regional studios and a daily 16 hour program for those stations desiring such a service. The corporation would own no stations, would be sole lessee of transmission facilities, would pay all copyright fees, would arrange for foreign programs, be administered by five governors, a managing director and regional directors. Cost is set as $1,500,000 a year (estimated license revenue from listeners) which includes programs at $1,000 a day, payment to stations for time, transmission lines, copyright fees, salaries, reserve. The Ashcroft plan is definitely based on the premise that broadcasting today is a business, and should be controlled but not operated by the state.

PRIZE PROMOTION
Des Moines Stations Give Time To Advertise Contests

KSO and KRNT, Des Moines, are promoting prize contests for their sponsors with a thrice-weekly dramatic program. The broadcasts concern the adventures of a mythical air family who are a little daffy on the subject of contests.

The skits are five minutes in length and open with the announcer introducing The Prize Hunters, "a family like the people who live next door". They have "a lot of fun and many lucky opportunities as prize hunters without even leaving their living-room." The continuity continues: "A twist of the radio dial and they find unlimited chances to win valuable awards. Listen!" Then Tom, Dad and Mother go into the prize routine in which contests on the two stations are the subject of conversation.

Muzak Begins in Gotham

MUZAK Inc., a division of North American Co., public utility concern, began operation in New York March 16. Both business and residential clients are being served. As to how many clients Muzak had taking its service E. H. H. Connick, vice president, would not say. He explained, however, that the New York project is an experiment as was the Cleveland effort, discontinued Feb. 15. All clients are receiving 24-hour service.

WOL
First in Number of Washington Advertisers

KFWB LOS ANGELES — WHERE PEOPLE BUY

$1,246,000 IN ONE DAY

That was the amount of money bet by 50,000 people at the Santa Anita race track, February 22nd — the day of the $100,000 Santa Anita Handicap. During the 58-day racing season, more than $25,000,000 passed through the pari-mutuel machines at the track.

So what! If Southern California people can afford to *gamble* this amount of money, they have, for a certainty, a lot more to *spend*. It's a very definite index to the earning and spending capacity of the people in the territory served by KFWB.

KFWB has adequate power to cover this compact territory . . . economically . . . thoroughly. Its signal is concentrated in a densely populated area—and not wasted on the barren desert and the lonely sea. For positive coverage of the Los Angeles area use

KFWB
LOS ANGELES

Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

FREE & SLEININGER
Exclusive Representatives

WMBG

CBS

Outlet in Richmond Virginia

New products like new persons need

AN INTRODUCTION

Let WMBG Introduce Your New Program And Place It In The Hands Of Its

EFFICIENT MERCHANDISING DEPARTMENT

—

Representatives

Furgason & Aston . . Chicago

STUDIO NOTES

ALTHOUGH all other Chicago stations went along with the City Council adopting Eastern Standard Time on March 1, the *Prairie Farmer* station, WLS, remained on Central Standard Time. Glenn Snyder, WLS manager, decided upon this after a poll of WLS listeners, many in the rural areas, showed a 65 to 1 vote against the change. In Chicago the vote was 34 to 1 against.

WSB, Atlanta, celebrated its 14th birthday March 15 with Lambdin Kay, veteran manager of the station, going on the air in an interview with Ernest Rogers, publicity director, discussing old times in radio.

WFBR, Baltimore, has opened auxiliary studios in the Lord Baltimore Hotel, to supplement those at its headquarters in the St. Paul Bldg. The installation, including a large studio and an audition room, was made by Johns Manville. They are acoustically treated and air-conditioned.

JOHN McCORMICK, assistant manager of WKRC, Cincinnati, Ruth Lyons, musical director, S. R. Bateman, sales manager, and Maynard Craig have been named to the newly-formed program department of WKRC, which is to originate ideas for prospective sponsors, suggest merchandising programs and advise on production.

THE broadcasts of KFBK, Sacramento, from Judge Will J. Carragher's traffic court, have aroused wide comment in California's capital city. Inaugurated in conjunction with the safety campaign of the Sacramento Safety Council, the broadcasts have furnished KFBK listeners with much food for conversation as traffic violators, including well-known citizens, are paraded before the microphones during the court sessions.

TRIBUTE—From Mrs. F. M. Packwood, a Nebraska farm woman, came this tribute to radio which won first place in a contest conducted by KFAB, Lincoln, Neb., in which participants wrote on "What Radio Means to Me."

THE *Musical Clock*, Marshall Field & Co.'s morning contribution over WBBM, Chicago, recorded its first absence of both regular announcers when Halloween Martin and Parker Wheatley, for the first time in years, were both missing. Both had influenza attacks. Stan Thompson, regular announcer for the sponsor's men's department half-hour, handled the entire show.

AT AN assemblage of more than 2,500 high school students, Gov. James V. Allred, of Texas, addressed through the facilities of KRLD some 60,000 school children assembled in their respective auditoriums.

THE oldest and one of the largest high schools in Grand Rapids, Mich., is giving honor points to students who tune in WOOD-WASH and listen to educational programs, such as *Your English*, *Lowell Thomas*, *You and Your Government* and *America's Town Meeting*. It is expected that other Grand Rapids' schools will follow this example of promoting education via radio, as both students and teachers are enthusiastic about the plan.

WHIO, Dayton, broadcast from the local Internal Revenue Office on the last day for filing income tax returns. Fred L. Edwards, the announcer, asked a revenue official about the exemption for single men and was handed a blank to fill out.

WKRC, Cincinnati, is conducting a baseball school of the air two evenings a week with Dick Bray, sports announcer, in charge. Actual demonstrations on local ball fields are to be given. Some 2,500 notification cards were sent.

MINIATURE coverage of the national political conventions, complete in every detail, was offered its listeners March 24 by WPTF, Raleigh, in handling the Republican State Convention, with Carl Georch, news commentator, and J. B. Clark, staff announcer, in charge of the production. WPTF that week also proved its public service by getting over $500 in contributions for Red Cross flood relief.

KFPW, Fort Smith, Ark., broadcast a request for blood donors to save an 18-year-old girl seriously ill from nose-bleed and within an hour 50 persons had called at the hospital to offer blood for a transfusion. After daily transfusions the patient improved rapidly and soon was out of danger.

MAY Co., Los Angeles department store, has started a "guest room" where speakers and entertainers present a twice daily broadcast of a half hour via remote to KFWB, Hollywood. The idea was used for an entire week in March as a test campaign.

WBT, Charlotte, N. C., is planning an interstate horseshoe-throwing tournament and has in mind a croquet tournament at a later date. The horseshoe event will cover the Carolinas and a cup will be awarded, as well as other prizes.

HAVING made a top-rank discovery in Vivian della Chiesa in its first contest last year, WBBM, Chicago, has two more winners in its "Unknown Singer" series of this year, picked from 5,700 entries. They are Alida Sturmann and Philip Crane, of Chicago, both of whom got 13 week contracts worth $1,300.

COOPERATING with the *Atlanta Constitution*, WATL, Atlanta, kept its political commentator, Maurice Coleman, at the microphone continuously from 7:45 p. m. to 1 a. m. during the March 11 Fulton County Democratic primary, brushing all commercials aside for the service.

WBNX, New York, presented a 90-minute dedication program on March 22 for its new pipe organ, with 25 artists participating. William J. Bartley was selected as staff organist from a list of 50 competing organists. He formerly was with WMCA, New York, and is well known in the operatic and theatrical world.

WMCA, New York, has started a series on Inter-City Group to pay honor to living Americans who have contributed to the welfare of the nation or advanced understanding of public affairs. Westbrook Pegler, United Features Syndicate writer, was saluted in the first program March 27.

WBIG, Greensboro, N. C., has started a combination barn dance and amateur show, *Carolina Jamboree*, broadcast from 11:30 p. m. Saturdays until 3:30 the following morning. More than a thousand persons attend each program. A drive for new and original stunts is being made through 23 weekly and semi-weekly newspapers. Each week a medal is awarded to the act drawing the most fan mail.

WNEW, Newark, will move soon into its new Newark studios in the Proctor Theatre Bldg.

MORE than 50,000 copies of the 1936 *WLS Family Album* have been sold to listeners by the Chicago station.

THEIR eighth birthday on the air and their 2,286th broadcast was celebrated by *Amos 'n' Andy* March 19. Seven of the years have been under Pepsodent sponsorship.

KFPY

of Spokane, Washington

•

INCREASE

IN POWER TO

5 KW

On or About June First

. . . and the new location of its (new) half-wave vertical antenna transmitter outside the city of Spokane, guarantee KFPY the GREATEST COVERAGE in the Spokane area. A word to the wise . . .

KFPY SPOKANE WASH.

Pioneer Broadcasting Station of Spokane and the Inland Empire $300,000,000 Trading Area

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Dixie's Brightest Spot in Spring and Summer

—is Asheville and Western Carolina. Thousands of tourists bring a sharp rise in business during the warm months.

Speed your message, therefore, over WWNC—the only blanket radio coverage to be had!

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

STERLING PRODUCTS TAKES TWO TO NBC

STERLING PRODUCTS Co., New York, late in May, will transfer two CBS programs, *Melodiana* and *Lavender & Old Lace* to the NBC-WJZ basic network. The former program will switch May 26, Tuesdays, 9:30-10 p. m., and the latter show begins the following night, Wednesdays, 8:30-9 p. m.

In addition to these NBC also adds Dr. Lyon's toothpowder for the same sponsor on Wednesday, April 15, 8-8:30 p. m. As the program ties up with the *Lavender & Old Lace* broadcast by taking the half-hour niche immediately preceding, the sponsor will be given the hour rate after the debut of the program. Talent is unannounced but will be of a musical nature with guest stars and titled, *Folies Bergere of the Air.*

This is the third NBC program promoting Dr. Lyon's toothpowder, the other being *Manhattan Merry Go 'Round* NBC-WEAF, Sunday 9-9:30 p. m., and *Backstage Wife* which began March 30, 4:15-4:30 p. m., Monday through Friday. Two hours and a quarter each week in the interest of a single product is believed to be the heaviest schedule now on any of the national networks. Talent on the CBS shows switching to NBC will not be changed. Blackett-Sample-Hummert Inc., New York, placed all the above accounts.

E. Katz Now Represents 11 Broadcast Stations

ELEVEN stations are now represented in the national field by E. Katz Special Advertising Agency which, though primarily a newspaper representative, recently organized a radio department under the direction of Eugene Katz. Lowell Jackson, formerly head of Jackson & Moore, station representatives, which was dissolved, now heads the Katz New York radio staff.

The Katz list: WCAO, Baltimore; WGST, Atlanta; KGHL, Billings; KLZ, Denver; WOWO, Fort Wayne; KGU, Honolulu; KLRA, Little Rock; WMC, Memphis; WKY, Oklahoma City; WCOA, Pensacola; WHN, New York. Stations WHN and WOWO are represented by Katz nationally with the exception of New York. KGU, WKY and WCOA are owned by newspapers also represented nationally by the Katz firm.

WTMV
in the
ST. LOUIS AREA

100 WATTS
on
WTMV
serve
1½ MILLION PEOPLE

TRANSCRIPTIONS

RECENT subscribers to the NBC *Thesaurus* service have been announced as follows: WTAD, Quincy; KQW, San Jose; WKZO, Kalamazoo; WKBZ, Muskegon; WOOD, Grand Rapids; WWJ, Detroit; KTSM, El Paso; WRJN, Racine. WMC, Memphis, has purchased the 39-episode *Paul Wing, the Story Man.*

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting 26 more quarter-hour episodes of *Night Editor,* newspaper stories, which Cardinet Candy Co., Oakland, Cal., sponsors on the NBC-KPO network with live talent. They are being placed on various stations throughout the country by Tomaschke-Elliott Inc., Oakland.

RADIOAD SERVICE, Hollywood program agency operated by Capt. C. Whitney Sheely, in March became Sheely & Royce with the addition of Milton Royce as junior partner. Mr. Royce has been active in program circles of stage and radio. The new partnership, in addition to continuing with program production, will also engage in a transcription business with the studios of Radio Release Ltd. being used for this phase of the work.

MARK L. GERSTLE, president of the Associated Studios, Hollywood transcription concern, has been elected a director of the Production Finance Corp., Los Angeles.

"WHAT the man on the street thinks of radio" was the theme of the San Francisco Advertising Club meeting held in the Palace Hotel, that city, on March 25, when C. P. MacGregor, president of MacGregor & Sollie Inc., transcription producers, presided as chairman. Cliff Engle, NBC announcer, in the guise of the inquiring reporter, and located on the sidewalk in front of the Palace Hotel, questioned citizens on the merits of radio, the answers being remoted back to the Ad Club meeting.

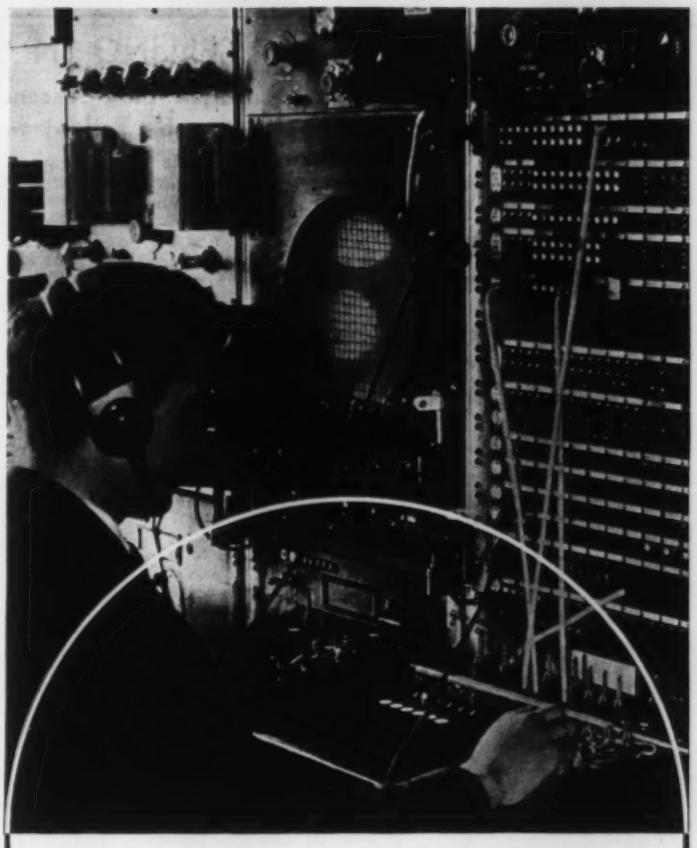
North California Group Enlarged to Four Stations

THE Northern California Broadcasting System, which for nearly two years included KJBS, San Francisco and KQW, San Jose, has expanded into a cooperative network and through affiliation with KROW, Oakland and San Francisco, and KGDM, Stockton, now offers a four-station combination with coverage in Northern California. The new network, headed by Ralph R. Brunton of San Francisco, started functioning March 16.

Charles L. McCarthy, who recently resigned as Pacific Coast national sales representative for Hearst Radio Inc., in San Francisco, has been appointed general manager of the new network. McCarthy, formerly managed KQW, San Jose, and prior to that was an NBC executive in San Francisco and New York. Carlton E. Coveny remains as sales manager, with headquarters in San Francisco.

Really, Mr. Benny
—you are delighting at least 150,000 North Carolina homes who listen to you regularly over WPTF!
Let us send you Folder and facts about WPTF!
Represented by F. J. & F.

WPTF Raleigh, N.C.



Telephone men are troupers too

THE beginnings of chain broadcasting in 1923 brought the Bell System into the show business. Telephone men on network service promptly revised the old trouper's tradition to read, "The program must go on — on time." So well have they accomplished their objective that listeners very rarely hear an interruption in a chain broadcast, even when it is being piped to every corner of the country.

In addition to trained personnel, special wires, loading coils and repeaters . . . elaborate switching facilities . . . spare circuits for emergencies . . . and a high-speed communication system along the entire network are necessary to assure this dependability. Approximately $20,000,000 is invested in Bell System equipment used only for program transmission.

3 STATIONS
3 MARKETS
ONE LOW RATE

If you want to create a desire, a demand, distribution and sale for your product in Missouri — you can do it economically by "spotting" your sales message on these three stations which cover three important markets at ONE LOW RATE.

FOR RATES AND COVERAGE DATA WRITE ANY STATION LISTED BELOW

KWTO-KGBX
SPRINGFIELD, MO.

KWKC
KANSAS CITY, MO.

WTMV
EAST ST. LOUIS

SELLING IN SCANDINAVIAN

Lundquist-Lilly Concentrates on Radio and Develops Big Following as Well as Big Sales

SINCE Lundquist - Lilly, men's clothing store in Seattle, started its "Scandinavian Reporter" program on KOMO-KJR, its Scandinavian business has increased 400% in an area where that element is predominating. Three-fourths of the budget goes to radio.

By RAYMOND RUSH
Manager of Lundquist-Lilly, Seattle

Mr. Rush

WE ARE one of Seattle's oldest radio advertisers. In 1924 we carried our first program over the radio shortly after commercial broadcasting came into existence. Little by little we added programs until now we are Seattle's largest users of radio time in the clothing field. One of our most popular programs is the *Scandinavian Reporter* which is broadcast five nights per week over KJR from 6-6:15 p. m. The results have been very gratifying.

Every day one or more persons make special trips to our store to tell us how they enjoy the program. A high percentage of these people do not buy, but come just to show their appreciation for the entertainment we offer. A few days ago, an elderly lady came to our store and asked for the manager. As I approached her, she held out her hand and had a big, happy smile on her face. She proceeded to tell me how four of her neighbors who have no radio came to her house each night to listen to the *Scandinavian Reporter*—the youngest of this group being 62 years old. She tried so hard to show me her genuine appreciation of the broadcast and to impress upon my mind what a lot of pleasure and enjoyment it brought to her and her four neighbors. Here we have a booster that is far better than any type of merchandising we could do for the program. It also proved to us the great part that radio plays in the everyday life of everyone.

What They Say—And Buy

THE *Scandinavian Reporter* was started six years ago over one of Seattle's smaller stations. Many letters came to us telling us that they were unable to hear the program clearly. These letters grew in number and finally several petitions were brought to us signed by residents of outlying communities asking us to move the program to a more powerful station. By this time we were convinced that the program was worth while so decided to move it to KJR. Mail has poured in from all parts of the State and as far East as South Dakota and South as California.

Recently, while we were doing some stock work and the salesmen were all busy at the racks, a poorly dressed man came in, and by his appearance we could tell he was from the woods. I greeted him and asked if I could help him. He told me he was a prospector from northern Canada, 350 miles northeast of Vancouver, B. C., which is 510 miles from Seattle and that each evening he and his associates gathered around a battery set and listened to our program. These men come out from their camp only four times a year, or every three months. During that time their only contact with the outside world is by radio. He dwelt long on how these fellows, miles from civilization, enjoyed our program and wanted to impress upon me what a fine thing Lundquist-Lilly is doing in making their days more enjoyable; that our program is the highlight of their day. Before this man left our store he purchased an order of nearly $100 in clothing.

Shortly after that, an army officer came into the store and told us he had heard our program while at sea. He had been stationed in the Hawaiian Islands and was coming to his new post at Fort Lewis. At his first opportunity he came to Seattle and directly to our store and made a sizeable purchase of clothing. These are only a few of the incidents with which we come in contact daily.

The *Scandinavian Reporter*, Mr. Jorgenson, is an employe of our store and we take great delight in introducing him to our customers who mention our program. He speaks all Scandinavian languages very well. During the five nights a Swedish, Norwegian, Danish and Finnish program is broadcast. In this way, we please all of the Scandinavian people. The music used on the programs consists of native songs of these countries. The opening and closing commercial announcements are given by the station announcer in English.

Due to the fact that this program has become a civic enterprise, many Scandinavian persons of note have appeared on the program, and we know that this talent could not be had for any amount of money. They believe we are doing a fine thing and are anxious to help the program along.

Lundquist - Lilly operate two stores in the Pacific Northwest—one in Seattle and the other in Tacoma. Radio has done much to build the business in these stores and insure continued success. Both stores occupy second floor locations in the very heart of the business district of the two cities and feature popular-priced men's clothing. A large staff are employed in the two stores under Howard Lilly, president of the organization.

PURCHASE of control in KUJ, Walla Walla, Wash., by H. E. Studebaker, station manager, was disclosed in an application filed March 25 with the FCC. The seller is Louis Wasmer, operator of KGA and KHQ, Spokane.

LAYING OUR CARDS ON THE TABLE

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in showmanship. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT
WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

Transradio NEWS available for sponsorship
WJBY
Gadsden, Alabama

Merchandising Notes

Scientists on Parade—Grocers Boost—Young Nurses—Baseball School—Telling the Drug Trade

IT TOOK 21 scientists 34 years to write *Exact Measurements of the Spoken Word*, which CBS has published as a compilation of scientific evidence on the ear vs. eye subject. It resulted from a systematic search of literature on the subject. Brief resumes of each scientific study are given, with references to complete data.

* * *

AS A merchandising tieup with its printed advertising, Duke Power Co. features "Reddy Kilowatt" as the living voice of electricity on its program broadcast by WBT, Charlotte, N. C. "Reddy", played by Clair Shadwell, produces a deep, resonant voice that booms forth in rather terrifying fashion.

* * *

THE first annual National Grocers' Week, March 16-21, was supported by all grocery accounts on the air. Sponsors of these programs wove into their commercial copy the suggestion that listeners visit neighborhood grocers and ask about special sales in honor of National Grocers' Week.

* * *

EACH Thursday on the Plymouth-CBS broadcast, Ed Wynn asks a question. To answer the query listeners must visit local Plymouth dealers for an official blank. By March 25 over 100,000 answers had come in, competing for the weekly award of a Plymouth car. The number of entries each week has been running between 16,000 and 18,000.

* * *

WHEN WJDX, Jackson, Miss. and local newspapers quarreled in 1930, the station started its own radio paper to get its schedule before the public. Two years later the paper, which was circulated free, had grown to such an extent that the station found it too expensive. It was turned over to William Harold Davis, then chief operator at the station, and formerly radio editor for one of the dailies, who began publication of *The Air Journal*, $1 a year, carrying only the local station's programs. It finally was discontinued.

A few months ago, Mr. Davis, realizing business had become much better, resumed publication of *The Air Journal*. This time there was no subscription price, but instead the paper was sold in bulk to the largest laundry in the state and the largest milk dealer, who in turn distributed the paper to their customers along with suits, laundry and milk.

The paper, which carries a cross section of all the best program on the air, both local and national, was an immediate success. A national refining company, a large hotel, a radio tube distributor, a baker, a chain of theatres, and numerous smaller merchants have been added to the list of sponsors. The paper is circulated in 35 towns outside of Jackson, and has twice had to seek additional printing facilities to take care of the increase in circulation. Sponsors report that it not only has increased sales, but collections as well.

KATE SELLS—A. & P. is placing the bulk of its coffee sales burden on the Moon-singing Kate Smith. Here is a promotion piece that ties in with the program.

MORE than 1600 replies were received by WBZ-WBZA, Boston-Springfield, from a single announcement by the Massachusetts Cooperative Bank League, sponsoring a 13-week series *Makers of History*. At the conclusion of the March 1 broadcast a free subscription to a new monthly magazine on home building and maintenance was offered to those writing within three days. A home financing booklet also was offered.

* * *

WSM, Nashville, is all set for the opening of the Texas Centennial Exposition and will be represented by a mammoth exhibit, covering 1,100 square ft. of floor space. The building will be titled "Tennessee-Texas Hall of Heroes" displaying paintings and photomontage pictures. Both WSM and National Life & Accident Insurance Co., operating the station, will be prominently displayed.

* * *

WFBL, Syracuse, combined newspaper, window and radio promotion in March, starting the merchandising campaign with a full-page newspaper advertisement and tieing the campaign to two daily programs with biographies of radio artists and build-ups for its broadcasts. Daily announcements were made of the WFBL window display service.

* * *

NEARLY 7,000 youngsters have enrolled as members of *Bess Johnson's Junior Nurse Corps*, Swift & Co.'s Sunbrite program which was premiered over a CBS network in February.

Howdy, Old Maestro

—over 150,000 homes in North Carolina wait to hear you and your music over WPTF!

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.

WPTF Raleigh, N. C.

YANKEE NETWORK is entering its third baseball season with the highly successful *Jack Onslow's Baseball School of the Air*, which has an enrollment of well over 30,000. The program is broadcast the year round on a tri-weekly basis. It is organized on the classroom idea with Onslow as director and members of visiting baseball clubs as the faculty. In past seasons sponsors have had notable success with premium cards issued to members who buy their product. The cards are exchangeable for premiums of baseball equipment. Holders of membership cards are entitled to attend baseball school broadcasts. About 30% of the 30,000 enrolled are girls. The mail pull runs around a thousand or more per broadcast.

* * *

KNX, Hollywood, for six months has been using half-page advertisements in the *West Coast Druggist* which tie in with names of drug sponsors and mentions times of programs. Each month the names of sponsors are changed. In addition a complete list of drug and grocery accounts is issued each month, showing names of sponsors, program times and notification of contests. The sheets are sent to every wholesale and chain buyer in the 11 Western states.

* * *

WRC, Washington, issued a booklet on the first anniversary program March 18 of Gordon Hittenmark, announcer of the morning *Your Timekeeper* program. It is done in the form of a formal invitation and contains a list of sponsors who have participated in the feature.

Programs that get Listeners

Humor, pathos, excitement, mingle in the WHIO Traffic Court broadcast to make it one of the most popular radio programs in this territory. Business men forget business, housewives forget housework, maids and madames hurry to the radio when Dayton's Municipal Court goes on the air every weekday morning. Outstanding local shows, plus famous NBC Red and Blue Network programs get listeners for WHIO — and customers for YOUR products.

BASIC NBC — WHIO — THE DAYTON DAILY NEWS — DAYTON OHIO — BASIC NBC

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Flash! WHN, New York, increases power to 5,000 WATTS (L.S.) — now most powerful independent station in the N. Y. area!

WHN-1540 B'WAY, NEW YORK
WHN REACHES WORLD'S RICHEST MARKET.
DAYTIME POWER 5,000 WATTS. NIGHT 1,000 WATTS
National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
New York—Chicago—Philadelphia—Detroit
Kansas City—Atlanta—Dallas—San Francisco

ON WAAT NEWS

was a feature

4½ Years Ago

News is nothing new as an audience-getting feature on this station. As anciently as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to — in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—

Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them

940 KC WAAT

JERSEY CITY & SUBURBS

Big Gas Campaign Brings Startling Results to Utilities

Mystery Chef Is Sponsored By 101 Local Companies

WHEN 87 gas and gas-electric companies went on the air last December with the Mystery Chef series, embracing territory from Washington, D. C., to Portland, Me. and New York to Buffalo, using two associated NBC stations and an NBC network of 13 stations, results were so amazing that the list of sponsoring companies quickly grew to 101.

Regional Advertisers Inc., a trade association formed for the campaign, according to its secretary, Charles W. Pearson, has achieved the following results: "500,000 cook books, called for in person, getting dog-eared in a multitude of kitchens; 500,000 more copies being rushed from the press. Transcriptions of the programs ordered by local gas companies — in a period of two weeks — in Omaha, Nebraska, in Memphis, Chattanooga and Knoxville, Tennessee; in Birmingham, Alabama, Davenport, Iowa, Altoona and Greensburg, Pennsylvania, and in Honolulu. The West Coast showing interest and inquiring about having the programs rebroadcast to a Pacific audience."

Men, who as a class aren't supposed to know an egg beater from a beet slicer, wrote in some 3,000 strong when The Mystery Chef announced, once, that he had prepared a menu for a dinner party which they would find easy to cook and serve. The Providence (R. I.) Gas Co., seeing the way the wind blew, printed a booklet called "Men *Like* Good Food . . . so here is a message men will want to read from cover to cover . . ." and sent it to men's clubs, bachelor and stag organizations.

Merchandising Efforts

IT COSTS the companies 2½ cents per domestic meter a year to join the program, and 4 cents a copy for the recipe book, which has 100 pages, four-color cover, the Mystery Chef's most popular recipes, over 70 good cooking tips, and two pages of selling copy of the use of modern gas equipment in the home. In the territory reached, there are 6,000,000 domestic meters. At present, 5,400,000 meters are represented by The Mystery Chef.

Transcriptions (12 to 13 minutes) do not include opening or closing announcements. They are left to the purchasing company, the local station or any advertising agency chosen. Interested companies may obtain, free of charge, a double-faced transcription and an audition at any local station.

The merchandising of the broadcasts, carried on by the individual companies, has ranged from posters on New Jersey buses to small teaser ads, run in all Rochester, N. Y. papers before the program actually went on the air. Companies have remarked that the program doesn't need to be merchandised — it sells itself; but the majority have tied it in with their newspaper advertising, customers' bills, envelope stuffers, streamers, postcards, calendars, etc. House organs have carried stories, and so have employee bulletins.

The files of Regional Advertisers have taken on a decided bulge with the letters sent in by men and women. Mail has definitely not been encouraged, but The Mystery Chef is very neatly snowed under nevertheless, and the volume increases weekly. When The Mystery Chef broadcast a series of cooking talks for Davis Baking Powder he received letters from one out of every four families in the U. S. Official NBC figures show that his station mail response in one month equalled total mail response from four other cooking talks for an entire three-year period.

All Night for KSL

WHEN KSL, Salt Lake City, opens at 6:30 Saturday mornings, it is starting uninterrupted service lasting until Monday, 1 a. m., having started an all-night Saturday program. Requests for the all-night service came from Pacific Coast and Pacific island groups where KSL is heard regularly. Formerly distant islands heard KSL at a late-night hour because of the difference in time. Programs, according to Earl J. Glade, KSL manager, will include news, dance orchestras, studio groups and other varied entertainment.

WBS-ERPI Affiliation Mentioned in FCC Probe

THE AFFILIATION of World Broadcasting System, Inc., with Electrical Research Products Inc., subsidiary of A. T. & T., was developed March 25 during the FCC's investigation of the A. T. & T., began several weeks ago. It was the first mention of broadcasting, per se, during the inquiry.

With Samuel Meisells, assistant chief accountant of the telephone investigation, as witness, testimony was adduced showing that ERPI and WBS entered into an agreement in 1931 whereby the latter would install Western Electric transcription apparatus. Mr. Meisells said also that all of the capital stock of Sound Studios Inc., subsidiary of WBS, and a majority of WBS stock was placed with ERPI in connection with a financial transaction. He asserted that these agreements placed limitations on activities of WBS, notably in connection with dividend policies, funded debt, salaries and distributors' contracts.

Accent on Information . . . . . .

As a means of improving his service to advertisers in all parts of the country, George Roesler announces the opening of a third office, in the Lincoln Building, New York City. The facilities of the proved stations in the following listing are available to advertisers interested in maximum results for a minimum expenditure.

WEBC	— Duluth, Minn.	WSPA	— Spartanburg, S. C.
WMFG	— Hibbing, Minn.	Virginia Broadcasting System	
WHBF	— Rock Island, Ill. (The Quad Cities)	KFYR	— Bismarck, N. D.
WJBK	— Detroit, Mich.	KARK	— Little Rock, Ark.
WIL	— St. Louis, Mo.	KQW	— San Jose, Cal.
WBOW	— Terre Haute, Ind.	KJBS	— San Francisco, Cal.

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

More A.B.C.

By Station Break

"THE radio station executive you quoted in the Feb. 15 issue of BROADCASTING evidently has no representative to guide him. Otherwise he would know that the agencies are the last people in the world to ask about coverage," . . . is the retort of a distinguished correspondent to our discussion of an A.B.C. for broadcasting. We'll let him continue.

* * *

"THE average radio executive avoids anything that is technical. He only wants to know what the 'leading' stations are and to quote one of them 'The Lord knows that coverage maps tell us nothing about that!'

* * *

"HE IS just about right, and if we can devise a Radio ABC Audit that will select the stations for him, pick the spots, give him figures on families, population and the number of retail outlets, costs and rates, and, oh—yes, the number of people who will be listening, and give him all this automatically, guaranteed foolproof, he will be satisfied,—but I doubt it."

* * *

FOLLOWING which our correspondent waxes equally cynical concerning the stations . . . since "they claim about everything in sight", says he.

* * *

THEN comes sound advice . . . which we quote in some detail.

* * *

"IF HE (the advertiser) uses radio, he is first interested in just who and how many he can reach through the stations he selected. This looks like an engineering problem, pure and simple, and should not be confused with how many will listen providing he puts on the right kind of program. *If we have no data as to whom he can reach, we have no way of determining accurately just whom he will reach.*" (Italics ours.)

* * *

"WE CAN determine the first by a survey by properly qualified engineers. We can approximately determine the second through studies of listening habits and program preference." . . . Following which our correspondent very aptly points out the difference between standard coverage surveys, where field intensity is matched against noise level and similar factors, and the usual signal strength study . . . We agree that the former are much the more desirable.

* * *

OUR correspondent concludes as follows: "I have the feeling that if a survey (coverage) were available for every station in the country, the advertiser would find a way to use it intelligently, in spite of the agencies. Mail response break-downs, audience surveys, program preference checks can be plotted against either type of engineering survey and the advertiser will be able to reach the markets he plans to reach without being led away from distribution into speculative fields."

* * *

"ANY radio ABC Audit should be confined to an accurate engineering picture. The ABC Audit Bureau does not make any claims regarding the number of people who read advertisements, and our Audit Bureau should not try to do the impossible regarding listeners."

* * *

ALL OF WHICH appeals to us greatly . . . though we are in no position to judge the accuracy of the comments regarding the advertising agencies. Pardon our smugness if we say . . . we've been associating with the elite . . . who seem to be well versed in station coverage data.

* * *

ON THE other hand . . . we suspicion . . . from what we've seen . . . that flame lurks behind the smoke raised by our correspondent. We've heard some rash comments regarding the fact that a *good* program makes its own audience . . . following which the agent has rushed out to buy the most powerful station in sight, irrespective of its specific fitness to the task at hand . . . If space buying is a lost art . . . as is sometimes claimed . . . then time buying has still to be discovered. This comment is directed *only to the shoes which fit it.*

* * *

SEVERAL highly important thoughts are suggested by the letter which we have quoted. Our correspondent has rendered a real service in emphasizing, once more, the *absolute need* for beginning with fundamentals in any ABC which is created for radio.

* * *

POTENTIAL listening audience and habits as to hours of listening and similar matters undoubtedly *must be* the fundamentals of any successful ABC . . . *and these must be measured on as conservative a basis as possible.*

* * *

AT THE present time coverage surveys seem to be the most reliable *standard* means open for the measurement of potential audience . . . which we say with bated breath, having been told some of the problems which exist even then. However, if the experts of the 4-As, ANA and NAB can devise anything better . . . we're all for it.

* * *

WE FEEL quite certain that engineering surveys will not constitute the final and complete answer . . . since there seems to be a marked difference at times between the total potential audience of a station and the *effective* potential audience . . . that part of the listeners within the coverage area of a station who are not prevented from listening to it by the habit of referring to another station . . . because it can be heard even more satisfactorily or because the second station's programs . . . *as a whole* . . . are very much more attractive. About them you get into listening metaphysics, where research must yield us very many more facts before sound speculation is possible.

A CLOSING word . . . No radio ABC will give the complete answer to time buying, any more than does the ABC in the periodical field. An ABC rating is merely the common denominator from which one may begin the evaluation of a station or periodical . . . From there on buying is a matter of skilled and experienced judgment . . . an art . . . not a science or process of arithmetic. Intelligent buying of stations can progress only as advertisers and agencies come to understand more thoroughly the numerous factors which enter into the selection of a given station for a specific purpose . . . Again . . . this comment is not for my friends among the *elite.*

BEST BY TEST

Now You Be The Judge

100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

Steel Cutting Needles for Acetate.

Playback Needles for all Transcriptions.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W. ACTON CO.
370 7th Ave.
New York City

Send for Samples

SATURDAY NITES

8:30 - 10:30

WNOX CARNIVAL AND BARN DANCE

Participating quarter hours. Regular national rates include all talent costs.

BIG THEATRE AUDIENCE AT 25c ADMISSION

WNOX HOME OF TVA

KNOXVILLE WNOX TENNESSEE

LANG-WORTH
planned programs

TAX FREE DANCE MUSIC

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

Radio Battles for Duffy Bill

(Continued from page 14)

ment made a decided impression upon committee members. It is believed that if a committee vote were to be taken at this time the Duffy Bill provision would be enacted. That, insofar as users of copyrighted works are concerned, is the strongest provision of the bill since it extracts from ASCAP and from lesser copyright combines the power they have held in forcing acceptance of performance contracts arbitrarily set.

The NAB arguments were presented by James W. Baldwin, managing director, who made the opening statement; Sydney M. Kaye, member of the New York firm of Rosenberg, Goldmark & Colin, and Louis G. Caldwell, Washington attorney and former Radio Commission general counsel. E. Stuart Sprague, former NBC copyright counsel, also was at the counsel table as advisor.

Before the hearings conclude it is expected that the motion picture producers, motion picture exhibitors, Authors League, American Federation of Labor, and other organizations, mainly in opposition to the measure, will appear. Nathan Burkan, ASCAP general counsel who testified early in the hearings, also has requested opportunity to present rebuttal testimony. Several members of the Committee have protested against the procedure of hearing opponents first.

Since the Duffy Bill already has passed the Senate, and has the publicly announced approval of the State Department along with the implied sanction of President Roosevelt, it is felt it would pass the House in short order once it reached the floor. The largest barrier, of course, is the hostility of Chairman Sirovich and several other committee members.

Members of the committee have intimated that there is "stalling" going on. It has even been hinted that one piece of strategy which may be employed in an effort to block consideration at this session will be the appointment of a subcommittee of the Patents Committee to consider all three pending copyright measures and incorporate their "best features" into one bill. That would spell the doom of the bill at this session beyond shadow of doubt, it is contended.

No Stars Around

MR. BALDWIN opened the broadcasting industry case March 17 in a practically deserted hearing room, for the broadcasters had no Vallees or Gershwins or Cohans to parade before the Committee and to draw the crowds. There were only a half-dozen committee members present.

His direct testimony covered only about five minutes. Then he was subjected to a grilling by several committee members that consumed the remaining hour and 55 minutes before the committee recessed. He brought out that the NAB at its last convention in July adopted a resolution favoring enactment of the Duffy Bill, and that the NAB board of directors last February instructed him to urge enactment of the measure.

The cross examination started when Rep. Daly (D-Pa.), author of one of the pending bills designed to block the Duffy Bill, asked Baldwin what his salary was since the same question had been asked of certain ASCAP witnesses. When Mr. Baldwin responded that it was $11,000 per year, there was a lifting of committeemen eyebrows. (That was because Gene Buck, ASCAP president, has announced his salary as $35,000, while it is reported that Mr. Burkan and E. C. Mills, ASCAP general manager, get three times and twice that much, respectively).

Reading from a manuscript containing questions, Rep. Daly pumped Mr. Baldwin on such things as the amounts radio pays musicians and other performers, and salaries of other officers of the NAB. There were no figures available on the first question and Mr. Baldwin then informed the committee that he is the only paid official of the trade association.

Acting Chairman Lanham (D-Tex.) then took up the interrogation. Dr. Sirovich had turned the gavel over to his Texas colleague because of ill-health which, however, did not keep him away from the hearings. He likewise read from a prepared sheet, going into such matters as music pools, Warner Bros. and phonograph records.

Mr. Lanham asked whether the so-called "plugging" of music by stations killed it. Mr. Baldwin said it was a matter of opinion, and that in his view the only thing that kills music quicker than playing it is not to play it.

Dr. Sirovich asked whether broadcasters, in paying nearly $3,000,000 to ASCAP for music in 1935, thought they paid too little or too much, and the managing director asserted he could not answer that since no comparative information was available. When Dr. Sirovich asked why the controversy existed as between ASCAP and broadcasters, Mr. Baldwin said the NAB did not seek to use the committee as a "forum" for any of its differences with ASCAP, but came prepared to support the Duffy Bill.

Method of Payment

HE THEN explained, however, that the ASCAP dispute does not involve the amount of money paid to the combine, but was confined to the method of paying a monopolistic organization. Enactment of the Duffy Bill, he asserted, in large measure would correct this situation eventually.

Mr. Baldwin sought to dispel the theory that the $87,000,000 business of the broadcasting industry last year was "profit". He said it was simply gross billings, out of which agency commissions, time and frequency discounts and expenses had to be paid. In 1931, he pointed out, the industry had a gross of $77,000,000, but sustained a loss, as a whole, of $500,000.

It apparently was news to the committee when Mr. Baldwin explained that ASCAP is not the only copyright pool to which broadcasters pay tribute. He mentioned Warner Bros., Associated Music Publishers, Society of European Stage Authors and Composers and G. Ricordi. Responding to questions from several members, Mr. Baldwin among other things brought out that it is not possible to pass music costs along to time-buyers because of the method of paying copyright owners; that the gross figure of $87,000,000 is fallacious, since in one item alone, some $13,000,000 is passed along to advertising agencies. There was a raucus, raised by Dr. Sirovich, about broadcasters paying $13,000,000 for the "services" of advertising agencies as against $3,000,000 for music.

Mr. Kaye, retained as counsel by the NAB along with Mr. Caldwell, next took the stand, and analyzed the Duffy Bill as well as the Sirovich and Daly substitute measures. Even officials of ASCAP in attendance asserted it was the most able presentation ever made of the broadcasters' viewpoint on copyright. Like Mr. Baldwin, he confined himself to the issues presented in the legislation, rather than drag in extraneous, irrelevant matters as did the initial ASCAP witnesses.

Old Law Outmoded

ASCAP in its testimony, he asserted, attempted to divert attention from the real issue with its parade of Tin Pan Alley luminaries. "The broadcasting industry," said Mr. Kaye, "contends that the Act of 1909 is, in many respects antiquated and outmoded; that the Copyright Law has not been adapted to the needs of broadcasting, and that revision of the law is necessary in the interests 'of the progress of science and the useful arts.' We believe that the Duffy Bill, while it will in some respects throw an additional burden upon broadcasters, corrects the major defects of the present law, and we therefore appear before you as supporters of that bill."

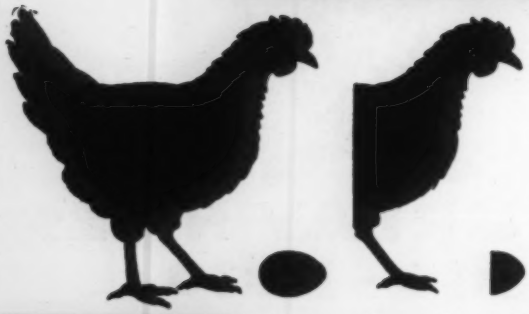
Mr. Kaye effectively dispelled the ASCAP argument that its revenues were divided among 45,000 composer and author members. He brought out that it has but 1,082 author and composer members, both dead and alive, active and inactive, since its creation in 1914. The other 45,000 people are those of foreign societies with which ASCAP has reciprocal contracts, and since American users prefer American music, only a small portion of ASCAP's revenue is sent to these foreign societies, amounting perhaps to 10% of ASCAP collections.

Of significance was the disclosure by Mr. Kaye that, while little was said of it during the hearings, ASCAP has 108 publisher members which in turn have 128 subsidiaries. The publishers get 50% of the ASCAP fund. He differentiated between the small rights and the grand rights covering music, and held that the $250 penalty originally was intended to protect the grand rights, or the performance of two or more numbers from the same major work, whereas small rights involve a performance of a single musical work, not as a part of a play or operetta, but simply a non-dramatic rendition.

With this foundation, Mr. Kaye discoursed on piracy of music. He argued that the $250 damage clause does not act as a deterrent against the pirate, but that it is the honest man who really fears the damage

590 KILO.
5000 WATTS

A HEN AND A HALF
& AN EGG AND A HALF



"Covers the Nation's Breadbasket"

WOW

OMAHA, NEBR.

*Letter from Pana, Ill., Proves WOW Coverage

"Dear WOW Man On The Street,

"Listen to your program every day. Like it, it's different. Pana is about 450 miles from Omaha.

"An easy problem if you care for it. If a hen and a half laid an egg and a half in a day and a half, how many eggs will six hens lay in seven days? I believe the answer is 28."

*Letter on File

JOHN BLAIR CO., Representatives
NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

ON THE N.B.C. BASIC RED NETWORK

clause. He brought out the difficulties inherent in ascertaining the owner of the performing right of particular compositions and of the constant danger of infringing innocently. ASCAP, he brought out, does not supply a catalog of its works.

The Warner Bros. withdrawal from ASCAP was brought into the hearing by Mr. Kaye. He explained that suits aggregating over $3,000,000 are pending against stations and networks, all of them in the "innocent infringement" category. These stations, he asserted, cannot be described as "pirates". He gave several examples of how these innocent infringements have occurred, showing how they can happen through pickups of parades, college games and the like. He argued that it was an undemocratic power held by copyright owners who can sue an entire network, and conceivably even the owners of receivers which pick up an unauthorized number so performed.

Whereas that is possible under the present law, he brought out that the Duffy Bill would change the situation since it provides that an innocent incidental rendition, where the infringement could not have been avoided, does not give such an arbitrary power to the copyright proprietor.

The fact that ASCAP has collected only about $8,800 in infringement suits, said Mr. Kaye, is the surest argument of the inequity of the clause. They use the clause, he asserted, to force settlements out of court and to force payments of license fees. He maintained the clause is not necessary and that the Duffy Bill would bring only a change in degree insofar as the damage clause is concerned. Now, he said, the courts are required to assess damages somewhere between $250 and $5,000, whereas under the Duffy Bill the damages would be fixed by the court somewhere between $1 and $20,000.

PEEK-A-BOO? — No, Chairman Sirovich simply relaxes during the ill spell that overtook him while the broadcasters were presenting their side of the Duffy copyright bill, which the New York Congressman, outspoken advocate of ASCAP, bitterly opposes. Committee clerk assailed the Harris & Ewing photographer for taking this candid shot.

Those who say the Duffy Bill does not provide an adequate remedy for the copyright owner, Mr. Kaye declared, do not say it in good faith. He said the Duffy Bill would not put ASCAP out of business, but on the other hand would be a great advantage to them. He spoke of the resentment of Federal judges in being put in a sort of "judicial straitjacket" by the clause in the present law requiring them to assess minimum damages.

"No industry," he declared, "still less one which is admittedly making real contributions to the American public should be asked to continue with this constant threat of outrageous penalties hanging over its head."

Discussing other provisions of the bill in which broadcasters are interested only indirectly, Mr. Kaye asserted the 2 cents per record clause on manufacture of phonograph records was of no direct concern to the broadcasting industry. The Duffy Bill in that respect, he said, is simply an extension of the law as it exists today. As to wired radio, he said that if it ever proves successful, it would be an enemy of "space" broadcasting.

While the Duffy Bill with respect to wired radio might be somewhat ambiguous, he asserted that the term "broadcasting" should be considered in its widest use and should cover wired radio in consideration of payment of copyright royalties. Perhaps it would be desirable, he said, for the committee to describe wired radio in a broader way in its report on the Duffy Bill. Facsimile, he said, has nothing to do with the performance of music, and is simply a radio photographic process.

The Berne Convention

APROPOS U. S. admission to the Berne copyright convention, on which there has been considerable committee discussion in opposition, Mr. Kaye asserted he felt the Duffy Bill was skilfully drawn and would give the United States maximum protection. He said he also was in favor of the so-called Trammel amendment which would protect American labor by assuring publication of American works in this country rather than abroad.

ASCAP opposition to the International Copyright Union, Mr. Kaye argued, is "another smokescreen" with the real issue that of opposition to elimination of the onerous minimum infringement clause. He brought out that Mr. Mills advocated adherence to the Berne convention in 1935 but that ASCAP now bases its opposition on Nazism in Germany and Fascism in Italy.

The Duffy Bill, according to Mr. Kaye, would give increased benefits to composers and authors, since at present broadcasters have the right to broadcast non-dramatic literary works without compensation to their creators. But, he added, they willingly consent to the provision in the Duffy Bill which extends to such works protection against broadcasting without compensation. He mentioned other protections, such as protection against undue mutilation; divisibility of copyright, and the general promotion of science and the useful arts.

Unlike other witnesses, Mr. Kaye

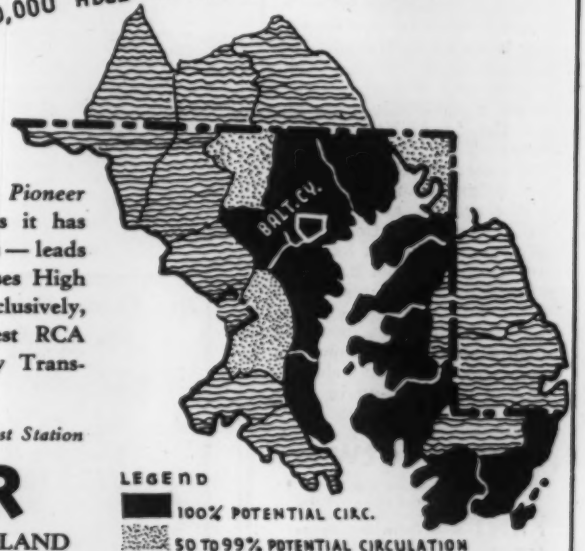
(*Continued on page 58*)

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

First in Maryland with High Fidelity

WFBR opens the door to the greater Baltimore market

WITH ITS 1,200,000 ABLE-TO-BUY POPULATION



And again, *Maryland's Pioneer Broadcast Station,* as it has done these many years — leads the way. WFBR now uses High Fidelity equipment exclusively, including the very latest RCA 1-kilowatt High Fidelity Transmitter.

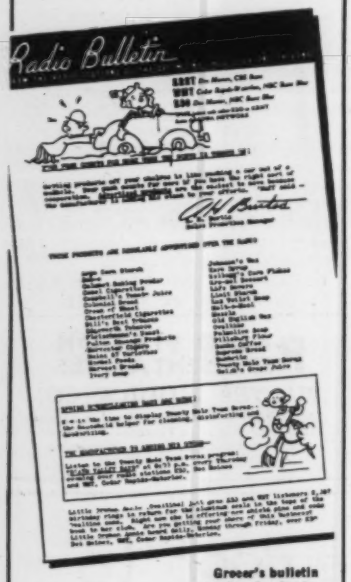
Maryland's Pioneer Broadcast Station

WFBR
BALTIMORE, MARYLAND
NBC RED NETWORK
W3YEY

NATIONAL REPRESENTATIVES: EDW. PETRY CO., INC. . . . New York . . . Chicago . . . Detroit . . . San Francisco

21 TIMES BETTER

Merchandising for Drug and Grocery Accounts!



Grocer's bulletin reproduced above. Note complete listing of advertised grocery products.

● Tell the dealer—keep telling him—and if your story is right he'll cooperate. Such was our reasoning when we started mailing merchandising bulletins to druggists and grocers in Des Moines, Cedar Rapids and Waterloo, telling them about radio programs on the Iowa Network stations. Time has proved we were correct. So now we are extending our mailing to include grocers and druggists in 62 Iowa counties instead of three. It took a lot of research and almost 2,000 new addressograph plates but we think our advertisers will like it. This extra merchandising punch is just one reason why things have changed in the radio set-up in Iowa.

Iowa Network

WMT NBC Basic Blue, Cedar Rapids-Waterloo
KRNT CBS Basic, Des Moines
KSO NBC Basic Blue, Des Moines

Stations of the Des Moines Register and Tribune

Representatives: John Blair & Co.

Radio Flood Service

(*Continued from page 12*)

gineer, had his first experience on the air as commentator when he announced and controlled his own program from the tottering old Chain Bridge, above Washington.

With Ted Church in charge, CBS arranged remote hookups at a number of vantage points and provided extensive flood coverage. The dog house of WJSV, CBS Washington outlet, located along the Potomac between Washington and Alexandria, Va., was surrounded by water. [See photo.] A few more inches and the flood would have thrown the tuning inductances out of commission.

On March 18-19, WJSV was on the air until 3:30 a. m. United Press bulletins were broadcast as well as information received by engineers from amateurs. In an hour-and-a-half broadcast March 23 WJSV raised some $700 for flood relief. Buddy Rogers and other theatrical and studio talent took part in the program.

WOL, Washington, broadcast elaborate flood service and the station participated in a drive for relief funds, with Art Brown, *Musical Clock* announcer, soliciting penny contributions. By March 25 the WOL fund had passed the $1,000 mark. Many of the gifts went far above the penny limit, of course. WOL received flood bulletins from Transradio Press and direct wire to the *Washington Herald*.

WSM, Nashville, remained on the air until 3 a. m. March 19 with Francis Craig and WSM entertainers filling in between news bulletins and forwarding messages to and from those in flooded areas. A Red Cross flood relief announcement at noon over WLS, Chicago, did not have to wait for the customary mail response. In 30 minutes after the announcement, a special messenger delivered a check for $100. Smaller cash items were brought in personally by business men in nearby offices.

Westinghouse Stations Help

WBZ-WBZA, Boston-Springfield, turned over all facilities to public authorities when it became apparent that danger was to be widespread. Working with W. Gordon Swan, traffic manager of WBZ-WBZA, Capt. James P. Mahoney of the state police set up direct teletype service to NBC studios.

A steady stream of warnings, announcements, orders and vital information was broadcast over

EMERGENCY AT WDRC—Working by candlelight and shivering with cold, the Hartford station's crew stayed on the job during the flood's washout of the local power service. This flashlight shows, standing holding candle, Sterling V. Couch, program director; seated left, Perry Brumfield, operator, and Harvey Olson, announcer. Power for transmitter came from emergency batteries.

New England. Robert E. White, studio director of WBZA, Springfield, was on duty without for 54 hours, not even taking time out for a meal as he arranged pickups, contacted public authorities, utility companies and relief organizations. While arranging a special pickup he was marooned with his remote outfit but was rescued by boat.

John A. Holman, NBC New England manager, with Charles A. Nobles, announcer, and Joseph E. Baudino, Westinghouse plant manager of WBZ, chartered a plane, loaded it with equipment, and toured the flooded area. The *Springfield Union* and *Republican*, unable to print, turned over their staffs to WBZA.

Altoona to the Rescue

NEARBY Altoona was naturally called upon immediately for aid to Johnstown, and WFBG, aggressive 100-watter, did not fail its neighbor. It acted as a clearing house for the Red Cross, for local officials calling for boats, trucks, etc., and stayed on the air until 3 a. m. daily until the flood waters subsided, according to Roy Thompson, WFBG manager. On March 18 WFBG keyed CBS for 15 minutes, carrying first-hand reports by Mr. Thompson, by the first two eye-witnesses out of Johnstown and by the secretary of the local Red Cross.

When Altoona's southern section itself became flooded, the station sent out notices to conserve water but the city reservoirs fortunately did not give way, and raised $5,000 in cash and several truckloads of food for the refugees not only in Altoona but in Johnstown. WFBG also handled direct inquiries from persons seeking information about their friends in the flood areas.

W3XAU, shortwave station of WCAU, Philadelphia, was taken off entertainment, was used exclusively for relief broadcasts. Contact was made with W8XK, of KDKA, Pittsburgh, and a regular schedule was maintained. Messages were relayed to Pittsburgh by shortwave and listeners to WCAU and WHP, Harrisburg, were asked to listen to W3XAU and relay messages to cities in distress.

WLNH, Laconia, N. H., pledged over $150 an hour for Red Cross flood relief. The Red Cross quota for the Laconia district was placed at $700, to be raised in four weeks through the regular channels. Starting at 6 p. m., on March 20, the station signed off after more than five hours of broadcasting and after $181 more than the original quota had been pledged by telephone.

The next morning WLNH continued its appeal and at 11 o'clock that night, an additional $2000 had been pledged. By Sunday night, with contributions still pouring in, Manager Hugh M. Hescock, signed off to enable his weary staff to get a real night's rest. At that time the total was over $3300, or nearly five times the quota for the district. Chief announcer Tom Clayton worked without relief throughout the entire period.

Binghamton and Sunbury

WNBF, Binghamton, N. Y., was on the air 66 consecutive hours, starting March 18. Practically all commercial work was discontinued, according to Cecil D. Mastin, manager. Two operators manned each of six telephones and the station was the only means of communication in its region.

WHDH and WCOP, Boston, flashed constant news bulletins to flooded Massachusetts. A Red Cross relief program of WCOP brought a quick response.

Transradio Press announced

By a Leading Radio Writer!

RADIO SKETCHES

And How To Write Them

by Peter Dixon

One of the foremost writers in radio today tells you in this book how and where radio sketches are sold, how radio serials are plotted and written, the technique of writing for the air and the writing of programs for children. Includes as models 18 successful radio sketches that have been broadcast, including programs of Rudy Vallee, Fred Waring, Helen Hayes, etc. Postpaid $2.00.

Frederick A. Stokes Co., 443 Fourth Ave., New York

UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models BL, BP, BH and CB—List $32.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

FOR KANSAS CITY COVERAGE

WREN

A Bird in the Hand

that its exhaustive flood coverage had been received favorably by stations in the dozen affected states. A constant stream of messages was fed to Transradio clients, with radio demonstrating its superiority in news coverage during time of disaster.

WKOK, Sunbury, Pa., on the Susquehanna, warned of the flood's approach and on March 18 broadcast an official summons for the state militia, which was organized within an hour after the first call was sent. A shortwave transmitter was set up along the river, two blocks from the station, with Glenn Williams, announcer, and Milton Dideum, operator, on the job, as the river broke through its banks.

Toward the end of a four-day vigil, during which constant service was maintained, a pair of 866 tubes was needed quickly. A highway patrolman made a quick trip to Shamokin to obtain replacements.

Boats were used in gaining admittance to WKOK, water being two-feet deep on the first floor of the building where the station occupies the second floor.

General Electric Co. announced that service shops, warehouses and local plants were kept busy taking care of emergency repairs. Hospitals were supplied with generators in cases where they were without power. Announcements were made over broadcast stations that supplies would be furnished where needed.

Green Manages Bands

CHARLES E. GREEN, noted band manager who has specialized in orchestra management and booking for the last six years through his own firm, Consolidated Radio Artists, Inc., will take charge of the NBC band division April 1. He will devote his entire time to handling NBC bands, which after April 1 will include all those now managed by Consolidated, and will enlarge and reorganize the division. Specialists of the Consolidated personnel will come with him to NBC Artists Service to handle special problems of sales and management. Green has been appointed to the position formerly held by Harold Kemp, who resigned recently to join Fanchon and Marco on the West Coast.

Entering Rep Field

BRANHAM Co., national newspaper representatives, will enter the radio station representation field April 1, with KRLD, owned by the *Dallas Times-Herald* as first client. James H. Connolly, for the last 10 years on the media staff of N. W. Ayer & Son Inc., Philadelphia, and for the last six months on the time-buying staff in Ayer's New York office, will head up the new radio department. It is the stated intention of the Branham Co. to only represent radio stations owned by newspapers already represented by them. Currently there are 25 newspapers on Branham's list, of which 11 have radio stations.

KEUB are the call letters assigned by the FCC to the new 100-watt station in Price, Utah, recently authorized. Operator will be Sam G. Weiss, doing business as Eastern Utah Broadcasting Co.

ENGINEER SPEAKS—Keith Williams, NBC Washington engineer, arrived at old Chain Bridge, along the flooded Potomac, with his remote equipment but no announcer. So he took care of the announcing himself and did an excellent job.

Campaign of Princess Pat For Free Time Attacked

AN ATTACK upon the "time chisel" attempt of Princess Pat Ltd., Chicago, from independent stations, was made March 26 by James W. Baldwin, NAB managing director. In his NAB Reports, Mr. Baldwin published the following:

The letter sent out last week (16th) by Princess Pat Ltd., seeking to bait certain independent stations on a "you-furnish-the-time we furnish the program basis" will meet with the contempt which it justly deserves. With a sticker attached to the letter advertising an NBC program on Monday night at 9:30 P. M., EST, and commenting on this weekly program on the Blue Network, C. J. Klowden says: These dramas have been reproduced electrically and will be available to a limited number of independent stations who are looking for a real human interest program for their local audiences. Members owning and operating independent stations will not overlook this opportunity of inquiring of Mr. Klowden whether the National Broadcasting Company furnishes time in return for the talent on the Princess Pat programs, and informing him that the independent stations also have a valuable listening audience and produce excellent results for advertisers at minimum costs.

Gulf Thru Summer

GULF REFINING Co., Pittsburgh (petroleum products) will retain its CBS Sunday night spot throughout the summer and fall of this year. On June 21, Phil Baker goes on his summer vacation but the rest of the show, Hal Kemp and his orchestra and the *Seven G's*, carry on until Sept. 27, when Phil Baker resumes his place in the show for another 14 weeks. Young & Rubicam Inc., New York, has the account.

Thanks, Major Bowes

—for the pleasure you bring over 150,000 WPTF homes in the Tarheel State!

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.

WPTF Raleigh, N. C.

Roesler Names Sales Reps For New Affiliated Chain

GEORGE ROESLER, national sales manager of the Affiliated Broadcasting Co., New Midwest network project headed by Samuel Insull, has announced the appointment of David D. Davis, Jr. as manager of the network's New York office located in the Lincoln Bldg. Mr. Davis has been identified with advertising for several years, having been associated with NBC, International Magazine Co., and Outdoor Advertising Inc.

As Chicago sales representatives, the network has appointed Dr. George E. Halley, for many years on the sales staff of KMBC, Kansas City, and more recently with Free & Sleininger; and Calvin Austin, formerly a member of NBC's Chicago sales department. The ABC Detroit office in the New Center Bldg. is managed by Earl Maxwell, who also represents the Roesler list of stations in that city. Bert Green, formerly with Edward Petry & Co., and with WIND, Gary, will contact Chicago agencies and advertisers for the list of stations represented by Mr. Roesler independently.

Borden's WEAF Period

BORDEN Co., New York, on behalf of its Mel-O-Rol ice cream, on May 1 will start *Tom Howard's Mel-O-Rol Jamboree*, with Tom Howard, Pegla Centra and Dick McDonough's orchestra, locally over WEAF, New York, Fridays, 7:30-8 p. m. Account runs for 26 weeks, placed by Pedlar & Ryan N. Y.

STUPENDOUS COLOSSAL GIGANTIC COVERAGE (OF LOUISVILLE)

No sir, we don't cover the country from sea to shining sea. We don't cover all the mid-west—or even all of Kentucky. But if you're trying to reach the people of Louisville and vicinity, remember that 325,717 of them live virtually within sight of our tower—*and that they alone do more than 25% of the entire State's retail business.* (Incidentally, our potential coverage is 1,132,692 —and we're NBC, of course.)

National Representatives:
FREE & SLEININGER, INC.

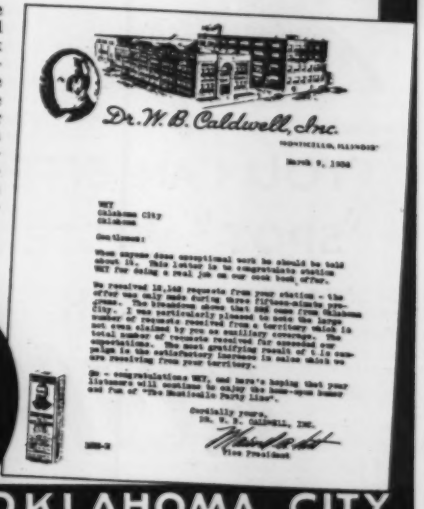
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

Doing a REAL Job!

12,142 REPLIES

from three 15 minute programs

"(We) congratulate WKY for doing a real job on our cook book offer. Received 12,142 requests . . . offer made during three 15-minute programs. Large number from territory not even claimed by you as auxiliary coverage. Most gratifying is the increase in sales from your territory."



WKY
OKLAHOMA CITY
THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA
Affiliated with the Oklahoman, the Times and the Farmer-Stockman
NATIONAL REPRESENTATIVE: E. KATZ SPECIAL ADVERTISING AGENCY

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

Duffy Bill Battle

(*Continued from page 55*)

analyzed the Daly and the Sirovich Bills. The Daly Bill, he declared, introduces into copyright a new and revolutionary concept, since it would protect not only authors and composers, but also interpreters and performers. The bill grew out of the Waring phonograph record case now in litigation in Philadelphia (Rep. Daly's home town), and which Waring won in the lower court against WDAS, Philadelphia.

Mr. Kaye said he doubted the constitutionality of this provision since the Constitution provides for protection to authors and inventors in their writings and discoveries. "Interpretation and rendition by a singer or an actor is obviously neither a writing nor a discovery," he said. "To attempt to extend copyright of words, gestures, stresses and accents is to create a vast body of rights which have never existed in the law of either this or any other country, and which would, in my opinion, harass users and creators of dramatic, literary and musical works almost beyond belief, and would work a tremendous injustice not only upon users of copyrighted works, but also upon authors and composers."

Finally, he said the Daly Bill, which does not permit technical copyright without formality, would close the door to the International Convention.

The Sirovich Bill

THE Sirovich Bill, Mr. Kaye said, does not achieve the purposes which copyright legislation at this time should seek to accomplish. He said its minimum damage provisions are even more onerous to broadcasters and other users than those contained in the present law. He brought out also its provision that any performance of a dramatic or dramatical musical work is subject to the copyright law, even though the performance is neither public nor for profit. This might affect the family gathered around the piano, with no one else present, which would be subject to the $250 penalty for singing the songs from one of Victor Herbert's operettas. Moreover, he said the Sirovich Bill not only closes the door to the Berne convention, but destroys international copyright entirely.

Concluding his direct testimony, Mr. Kaye declared that in essence, broadcasters feel the Duffy Bill corrects inequities in the act of 1909, whereas the Sirovich Bill and the Daly Bill are worse than the 1909 act. The only thing copyright legislation can do, he asserted, is to bring the act of 1909 up to conditions as they exist in 1936 and bring to U. S. citizens a parity with all other countries of the world on copyright. It would "strike the shackles from the wrists of the innocent", he said of the Duffy Bill.

Acting Chairman Lanham read into the record letters from William S. Paley, CBS president, and Frank M. Russell, NBC Washington vice president, stating the networks themselves would not appear before the Committee and that their case would be presented through the NAB.

Mr. Lanham interrogated Mr. Kaye on the network viewpoint of copyright, since, he said, the committee would not have the opportunity of questioning high officials of the networks. Mr. Kaye brought out that he is the law partner of Ralph Colin, CBS general counsel, and that he has represented that network in copyright matters. However, he explained, he appeared before the committee not on behalf of CBS but as special counsel of the NAB.

ASCAP, he stated, is cooperating to the fullest extent with the networks in defense of the Warner Bros. suits against them and against stations, since it claims that it still has the right, through contracts with Warner authors and composers, to license their works for performance.

Chairman Sirovich took up the interrogation by attacking Mr. Kaye's defense of American entry into the copyright union. He questioned particularly the propriety of Mr. Kaye's advocacy because of the Nazi condition in Germany. Mr. Kaye responded he was not defending Germany or Germans, but American rights in Germany.

Asked by Dr. Sirovich about negotiations by CBS for purchase of Warner houses, Mr. Kaye said that Harry Warner, head of Warner Bros., had asked CBS for an offer and that it was not even "considered seriously". He said no negotiations were going on now and that he did not believe there is any intention of a broadcasting company to get into ownership of music copyrights.

Dr. Sirovich indulged in another spree of allegations about injustices, but they required no answer from the witness.

NAB's final witness was Mr. Caldwell, who several years ago had appeared before the same committee in connection with copyright legislation. He supplied the committee with a background of facts concerning copyright as they relate to the broadcasting industry and won the praise of the committee chairman for his clear exposition of these facts. Mr. Caldwell discarded a prepared statement, which was inserted in the record, since he explained it contained considerable repetition.

Licensed Numbers

MR. CALDWELL first described the manner in which broadcasting stations function, emphasizing that the vast majority of stations are independently owned and operated. Of some 631 stations, he explained, only 421 operate simultaneously in the evening, with the others having the same overhead as full-time stations.

There has been much misapprehension about ASCAP being the only licensing agency, he stated. He explained there are some 16,000,000 musical compositions. For practical purposes, he said, the figure is far too large. Mr. Mills testified he believed there were 3,000,000. ASCAP has cataloged some 1,300,000. Even of that total, only a fraction can be classed as active music, or music actually performed by anyone.

Further, Mr. Caldwell brought out that in 1935, Mr. Mills, in appearing before a Canadian court inquiry on copyright, testified there are in the ASCAP repertory 160,000 active numbers and 300,000 relatively inactive ones. An analysis of Canadian programs, however, showed that only some 26,000 different numbers were in the Canadian Society's repertory. The Canadian Society is owned half by ASCAP and half by the English Performing Right Society, and has available all of ASCAP's repertory, all of the English Society's repertory, and through the latter those of the some foreign societies as ASCAP.

Getting deeper into statistics, Mr. Caldwell brought out that during the fiscal year ended June 30, 1935, 24,459 musical compositions,

MONTANA
BUTTE

YOU CAN EFFECTIVELY "SPOT" WESTERN MONTANA WITH

KGIR ALONE

BUTTE, MONTANA

Representatives

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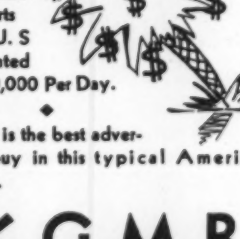
During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

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SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
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NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

including published and unpublished, were registered in the Copyright office, out of a total registration of 142,031 for all kinds of copyrightable works. The highest registration for any one year was 22,129 in 1930 and the total number of musical compositions now enjoying copyright protection since the enactment of the 1909, he said, is substantially less than 720,000, of which about 470,000 were published and some 250,000 unpublished.

Mr. Caldwell also discussed small rights, covered by the ASCAP contract and by contracts with other copyright owners, as distinguished from grand rights. The broadcaster, he explained, must make a separate arrangement to perform a grand right with the copyright owner.

Another expense not covered by a license from ASCAP, Mr. Caldwell asserted, is the indirect expense connected with the use of transcriptions. He explained a transcription is a recording made especially for broadcasting and not sold commercially to the public. Under the present law the phonograph manufacturer pays two cents a record as a royalty for the recording of each musical composition. This does not give any person the right publicly to perform the music for profit by playing the record in a theatre or hotel or over a station, he explained.

Double Assessment

ATTEMPTING to clear up the misunderstanding about the 2-cent provision, Mr. Caldwell showed that this royalty is paid by the manufacturer to the Music Publishers Protective Association (now National Association of Copyright Owners). But once the broadcaster has an ASCAP license, it can perform ASCAP music from phonograph records, the same being true of licenses from other copyright agencies.

On transcriptions, Mr. Caldwell explained the manufacturer pays a higher charge on a different basis, paying the music publishers a flat fee of $5 to $10 for each composition used, and a royalty based on the number of times the transcription is used by the station on a commercial program at the rate of 25 cents or 50 cents a performance. This is true, he said, in spite of the fact that the station already has paid ASCAP. The transcription manufacturer, of course, passes the charge along to the broadcaster, who "has to pay twice for the performance of the same music."

Mr. Caldwell brought out that stations cannot get along without an ASCAP license, even with the Warner Bros. withdrawal, which cut its repertory by 18 to 22% based on performances. He explained the difficulties confronting broadcasters since the Warner withdrawal because of the conflicts in rights to license for performance as between Warner and ASCAP. He emphasized particularly the new publication released by ASCAP purportedly containing names of its composer and publisher members, declaring it was practically useless as a guide because of obvious errors in it.

The Warner withdrawal, he said, means that if all stations took Warner contracts on an annual basis, they would pay between $1,200,000 and $2,000,000 a year more for the same amount of music they formerly were licensed to use through contracts with ASCAP. Warner's withdrawal, he declared, presents the most perplexing situation in the history of copyright dealings by broadcasters. At present, and until April 1 at least, some 260 stations are paying between 25 and 40% more than last year for the same music.

Mr. Caldwell described to the Committee other licensing organizations and how stations are paying for their catalogs. In the case of AMP, he said about 150 stations have its licenses, paying annually the equivalent of their daytime quarter-hour rate. Of importance, he said, was the fact that an AMP license held by a network protects network stations which do not have to take out licenses, whereas the ASCAP license does not but makes mandatory that each affiliated network station have a separate license.

In the case of SESAC he said that some 250 stations have its licenses, paying arbitrary flat fees. Its network licenses, he said, likewise protect affiliated stations. Finally, he mentioned Ricordi, explaining that stations pay from $300 to $30 a year for the right to perform its catalog, containing the Puccini operas and works.

Mr. Caldwell argued that on "public events" broadcasts, like parades and other pick-ups, broadcasters should be exempted from any liability for infringements in picking up bands or other renditions beyond their control. In the case of night club broadcasts, where the broadcaster does have some control by prearrangement with orchestra leaders, this liability for infringement should remain.

On network programs, Mr. Caldwell argued that the originating stations and not affiliates should be held liable since the affiliates have no control over material broadcast. Conceivably, he said, there could be an international relay from Paris to a network key station in New York, and from the key to 40, 60 or 80 affiliated stations. Under the law, he said, every station would be liable for the $250 infringement, along with hotels, barber shops and even homes in which receiving sets pick up the restricted number.

Another threat to broadcasters is the organization of the American Society of Recording Artists attempting to collect license fees for performance of phonograph records, Mr. Caldwell said. This outfit, he declared, seeks a fee from small local stations of five cents per record, or about $10 per day or $3,600 a year. He explained that this whole question is now in litigation in the Waring case, but declared it was his view that it is not a matter of copyright law since a rendition or performance is not a writing such as is guaranteed copyright protection.

Blasting out of the window the ASCAP tale about wired radio devouring broadcasting, and the talk of the "power trust" behind the Duffy Bill, Mr. Caldwell read to the committee an "alarming" statement on the same thing made by ASCAP counsel Burkan before the House Patents Committee just ten years ago. This statement read:

"Do you know that 'wired wireless' is served through the medium of wires? When they have that thing perfected, if you pass the bill and fix the rate, every man is going to have a little machine in his home where he is going to drop a nickel in a slot or pay for the service as a part of his regular bill and in that way get him to pay for his entertainment. Let us not be deceived by this general talk.

"'Wired wireless' is coming, and when it is perfected—and it is only a matter of days—every listener in America is going to pay, and do not be deceived by this claptrap. They are working on that now and they have been doing that for a long time, and they are experimenting at this very minute on Staten Island."

The committee was unmistakably impressed, for this "power trust" bugaboo and "wired radio" had incited more unrest among committee members than perhaps anything ASCAP perpetrated upon it. Mr. Caldwell said he did not feel that "wired wireless" ever will be competitive to broadcasting, but that if such were the case, it should be treated on the same basis as broadcasting in payment of copyright fees.

ASCAP, said the NAB counsel, is not just a society of composers. He explained that its publisher members constitute one-half of its board of directors. Yet the publisher is a user of copyright material as much as the broadcaster and he gets 50% of the performing rights revenue. If the author feels that his half is not enough, Mr. Caldwell asserted, he can have no legitimate complaint against the broadcaster but should look to the publisher.

On cross-examination, the Committee was largely favorable, with Mr. Lanham emphasizing the desirability, in view of the absence of adequate catalogs of compositions, of having notice of ownership of copyrights.

Authors Are Heard

THE HEARINGS resumed March 24 with the Authors League presenting its case in opposition to the Duffy Bill. The Dramatists League also was heard the following day.

Kenneth C. Davis, of Seattle, attorney and managing director of the Washington State Broadcasters Association, on March 18 sent to Rep. Daly a stinging letter criticizing him for his remarks about the suit pending in Washington courts against ASCAP. Mr. Daly had remarked during the hearings that it was a good thing that the judge who had enjoined ASCAP was a state and not a federal judge "because this Congress is in a good mind for going after Federal judges, and I was going to add him to my list."

In his four-page letter in which he minced no words, Mr. Davis said he was interested in the Washington suit as counsel for several stations.

A Warning to Bathtub Yodelers

SINGING in the bathtub may be regarded lightly by most people but it would become a violation of law subject to a minimum penalty of $250 if performed without a license from the copyright owner—if the pending Sirovich copyright bill were enacted. This was graphically portrayed, though not literally, during the hearing March 19 on the Duffy Copyright Bill before the House Patents Committee. On the preceding day Rep. Daly (R-Pa.) author of the Daly Bill which is vigorously opposed by copyright users, had made a mention of what would happen if he happened to sing in the bathtub, which he liked to do. Rep. Church (D-Ill.) in a most serious vein, propounded the question and himself gave the answers in a discourse that run like this:

Q: Something was said in the testimony yesterday about liability for performances of music in the bathtub. Suppose Congressman Daly is sitting in the bathtub and desires to sing something like "One Fine Day" from "Madam Butterfly". Or rather, suppose, first he wants to sing the whole opera, what is his legal predicament under the Sirovich Bill?

A: He will first have to make an extensive investigation before he gets into the bathtub and negotiate for a license. ASCAP cannot give him a license that will protect him for two reasons: One, because he is exercising a grand right and not a small right, and secondly, because ASCAP cannot license Ricordi's music. He will have to go to Ricordi's representative in New York to get a license. Furthermore, it is my understanding that he cannot get a license for an indefinite period to repeat this performance as often as he likes but will have to specify the dates on which he intends to perform.

Q: Why would Congressman Daly be liable at all under the Sirovich Bill?

A: The Sirovich Bill gives a vast extension of the right of the autor with respect to dramatical and dramatico-musical works. The Copyright Act of 1909 gives the author the exclusive right to perform or represent copyrighted dramatical works *publicly*. The Sirovich Bill gives the author the exclusive right to perform or represent dramatical or dramatico-musical works at all, whether publicly or not. This is apparent from comparing Section 1, sub-section (d) of the present law and the corresponding section and sub-section of the Sirovich Bill.

Q: Now suppose Congressman Daly limits himself to singing "One Fine Day" in the bathtub, what does the Sirovich Bill do to him.

A: Now you are dealing with a small performing right. If he had an audience who paid an admission fee he would be liable for a public performance for profit at the rate of $125 minimum statutory damage per performance, and if he performed wilfully there would be no limit at all to the amount of damages, unless, of course, he had a license from Ricordi. If he is all alone, however, when he sings it or if he has an audience that has not paid any fee, he will not be liable *with one important exception*. As I remember the setting of "One Fine Day", it consists of a Japanese girl waiting for a ship to bring her loved one back to her as she sings "One fine day . . . you will notice on the far horizon a ship appearing", or something like that. If Congressman Daly should place a toy boat in the bathtub, or imitate the beating of the waves against the shore, he may come very close to exercising a grand right, in which case his liability would be just the same as if he had sung the whole work. He might as well have the pleasure of singing the whole thing since it would be just as cheap.

WTIC Heeds Cry of Distress

(Continued from page 8)

they—along with the engineers in the Hartford studios and a complete staff of executives, announcers, telephone operators and stenographers, working by candlelight and broadcasting over emergency equipment—settled down for the long watch of continuous duty 24 hours a day; possibly a short recapitulation of the problems met and handled by WTIC's engineers will be of interest.

As soon as it became known that the city of Hartford and the surrounding territory would be inundated WTIC's engineering staff took immediate steps to provide emergency equipment in the event of power failure.

Batteries Obtained

THE CITY was scoured for radio batteries, and a week's supply secured, spare tubes and other necessary equipment was also gathered, to take care of the communication between the studios and the transmitter. To take care of the transmitter's power, contact was established with the Union Light & Power Co. in Unionville. The company's transformer substation was surrounded by four feet of water but a rowboat was secured, a hurried change to the proper power lines was made, and WTIC was ready, on the air as usual, and determined to stay on in spite of obstacles interposed by the elements. During all these hurried preparations, steps were also taken to provide a shortwave emergency transmitter to communicate with all troubled areas. With a network of amateur shortwave stations already being organized all over Connecticut, WTIC's shortwave facilities were placed at the full disposal of this group as these amateurs, working in close touch with the broadcasting station, disseminated valuable flood information to points near and far.

In addition to all this, WTIC's engineers had to provide an emergency transmitter for the Hartford Police Department as their transmitter had failed with the power, and it was deemed necessary that the department be kept in constant communication with all its members for the safety and well-being of the public in general. Accordingly, storage batteries for the emergency transmitter were secured, carried up 12 stories in the Travelers Bldg. to the police transmitter room, an emergency telephone line was established between the police headquarters on Market Street and the roof of the Travelers Bldg. and the police were kept on the air, to do their part in maintaining order.

In spite of certain printed reports to the contrary, all announcements broadcast by WTIC during the flood period were carefully checked and rechecked with state police and other authorities, and no announcements were accepted for broadcasting except from responsible people and organizations. WTIC's policy from the very outset of the flood was to keep unfounded rumors off the air and to present a true picture of conditions as they actually were. Sensational or "scare" material was carefully eliminated. Any property damage or loss of life caused by the flood was properly reported; figures were checked and authenticated before being used.

Crowded Switchboard

MUCH of the credit for the broadcasting of all this valuable information should go to WTIC's switchboard, through whose emergency lines there kept pouring a steady stream of communication from organizations working in the flooded areas. Reports on the condition of the river as it rose and as it receded were received and broadcast every hour. Weather bureau reports told us when to advise people to evacuate their homes; public utility reports told us when to advise the shutting off of gas, and what to do if any emergency should arise on that score.

All up and down the Connecticut Valley, reports kept coming in about missing persons. These in turn were broadcast, and in several cases, happy and thankful reunions were brought about through this broadcast information.

Almost every minute WTIC was a proving ground for rumors. When scares began to arise about martial law, food shortage and food-profiteering, our studios were able to check on the information, found it false, and lost no time informing the public of the truth in all these matters. Requests from the state highway commissioner's office, as well as from the Hartford Electric Light Co., the Connecticut Light & Power Co., and the Southern New England Telephone Co., that we allay certain rumors in connection with their service were also broadcast immediately, and we have been assured, played a large part in calming unnecessary fears

Service! Service! Service!

ANNOUNCEMENTS from the state and Hartford's boards of health disproving rumors of water pollution and a milk crisis were also broadcast from time to time as were messages received from the hard-working Amateur Radio Relay League, which sent news about the relatives and friends of Hartford people all over the United States. As a further service in this connection WTIC, at the request of the Hartford chapter of the American Red Cross, was able to get information to NBC in New York, which in turn made announcements on the air correcting certain unfounded newspaper reports about the severity of conditions in our city.

Where public or private schools were closed, their pupils were informed; where factories and other business organizations were closed, their employes were notified and asked to communicate with other of their coworkers not within reach of radio; where Red Cross supply depots were established, their locations were broadcast for all who might care to contribute; Boy and Girl Scouts were summoned for duty and told where to report; as soon as the Red Cross had enough of one type of material, announcements were made telling what was needed instead; news from the governor's office about emergency meetings was received and broadcast periodically; certain employes worried about their pay checks were told when and where they would be issued; WPA workers were told where to report for innoculation as an aid to the prevention of the spread of disease; public health bulletins came in and were made available to all; all these just a cross-section of the many vital communications received and broadcast as part of our daily routine since Wednesday last.

All the country heard our account of the different stages of the flood as reported from the top of the Travelers Tower over NBC.

Sponsor Buys Flood

WJSV, Washington, set up remote equipment atop the Parkway Motor Co. roof in the Georgetown section of the National Capital, where a good view of the raging Potomac and adjacent flooded areas was provided. Parkway Motor officials watched the broadcast. It looked good. We'll buy three quarter-hours of the same tomorrow (March 20), they informed WJSV.

They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water...in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

New
188-Foot
Vertical Radiator
WLBC Muncie Ind.

WWVA Saves Millions

(Continued from page 12)

gees. Appeal after appeal was sent out over the air for such help. Radio showmanship of an entirely new brand had hit its mark and in a miraculously short time, truckload after truckload of supplies were rolling into the flooded areas. Within six hours sufficient supplies were on hand for emergency measures and within 24 hours every available storage space was packed ceiling-high. Thousands of loaves of bread, thousands of gallons of milk, mountains of canned goods; tons upon tons of coal; countless oil stoves; great piles of clothing and bedding — whatever was requested was sent immediately and in abundant quantities. Supplies that previous major catastrophes proved had to be bought at a huge sum were presented to the Red Cross Relief Committee with willing hands and generous hearts.

And then came the need for man power. Again WWVA asked and it was forthcoming. American Legion Units, Boy Scout Troops, Girl Scout Troops, Officers' Reserve Corps, all were summoned to report at designated points and they responded immediately to aid the Red Cross in their organized plan of relief. Radio communication did within the short space of a few minutes what would ordinarily have taken 24 hours or more.

Next came the problem of funds, and once again an inspired radio showmanship took its post. "Friends, the Red Cross needs your financial help"—such was the message that was sent out over the air without let-up. And the funds came as if by magic, thousands of dollars, and in cash. One-dollar subscriptions, two-dollar subscriptions, ten-dollar subscriptions, $25, $50, $100, $500—to swell a greatly needed fund. It was an instantaneous job which ordinarily would have taken weeks to accomplish.

False Rumors Suppressed

FALSE rumors which have always hampered the most efficiently organized relief work, were promptly stamped out as fast as they came to the attention of the authorities and reported for broadcast. Curiosity seekers, who invariably interfere with rescue work, were asked to stay at home.

The 1936 Ohio Valley flood has given the American Red Cross, various other relief organizations, thousands of flood refugees and every member of the WWVA staff an entirely new conception of the value of radio broadcasting. It has made possible an experience in service which thrills. To have earned the following statement from the Wheeling Chapter of the American Red Cross is a distinguished service medal which is valued beyond measure:

Without the unselfish and sacrificial devotion of the staff of WWVA, the Wheeling Chapter of the American National Red Cross would have been helpless to cope with the greatest flood problem the Wheeling District has ever known. In large areas station WWVA was our only means of communication. The tri-State area was quickly and accurately apprised of the condition and the needs of our community. Almost instantaneous response came flooding into our offices. Gifts of money far surpassing our dreams came in; truckloads of food; clothing, bedding, stoves, medical supplies, rolled in as the water receded; volunteers were recruited in a few minutes time; instructions and warnings to the destitute and endangered victims were speedily issued; morale was kept at heights never expected; rumors were crushed before they could do their insidious work; and, best of all, a vast area became one vibrant family, striving to meet the needs of its less fortunate children.

All this could scarcely have been done with the combined normal channels of communication; in our crisis it could never have been accomplished had Station WWVA been silent.

For money, supplies and the cooperation of a station willing to serve to unselfish limits to meet our unrelenting requests for help, the Red Cross is everlastingly grateful. For the averting of panic and the clearing of all normal barriers to understanding, our community will never forget the sympathetic and magnanimous service of the staff and operators of WWVA.

Signed—Edwin Spears, Chairman, Wheeling Chapter, American Red Cross; John Phillips, Charles Bonnesen, Frederick Cropp, Co-Chairmen, The Red Cross Disaster Committee.

NBC Philatelists

STAMP collecting has become a popular hobby at Radio City and a group of NBC executives and employes have formed an NBC Stamp Club. President Lenox R. Lohr, an ardent collector, attended the organization meeting. The NBC mail department offers a fertile source of choice philatelic specimens. The club provides a non-profit bourse for exchange of stamps among members.

JIMMIE FIDLER, NBC Hollywood commentator, on April 1 becomes newsreel voice for Twentieth Century-Fox Movietone News.

General Mills on WCAU

UNDER sponsorship of General Mills Inc. (Wheaties), play-by-play descriptions of baseball games of both the Philadelphia Athletics and Nationals, will be broadcast daily except Sunday over WCAU, Philadelphia, starting April 14. Knox-Reeves, Minneapolis agency, placed the account.

STANDARD RADIO INC., Hollywood, has added four new stations to the list of those using the Standard Program Library. They are WBNY, Buffalo; WMBO, Auburn, N. Y.; WSAI, Cincinnati, and WAAF, Chicago.

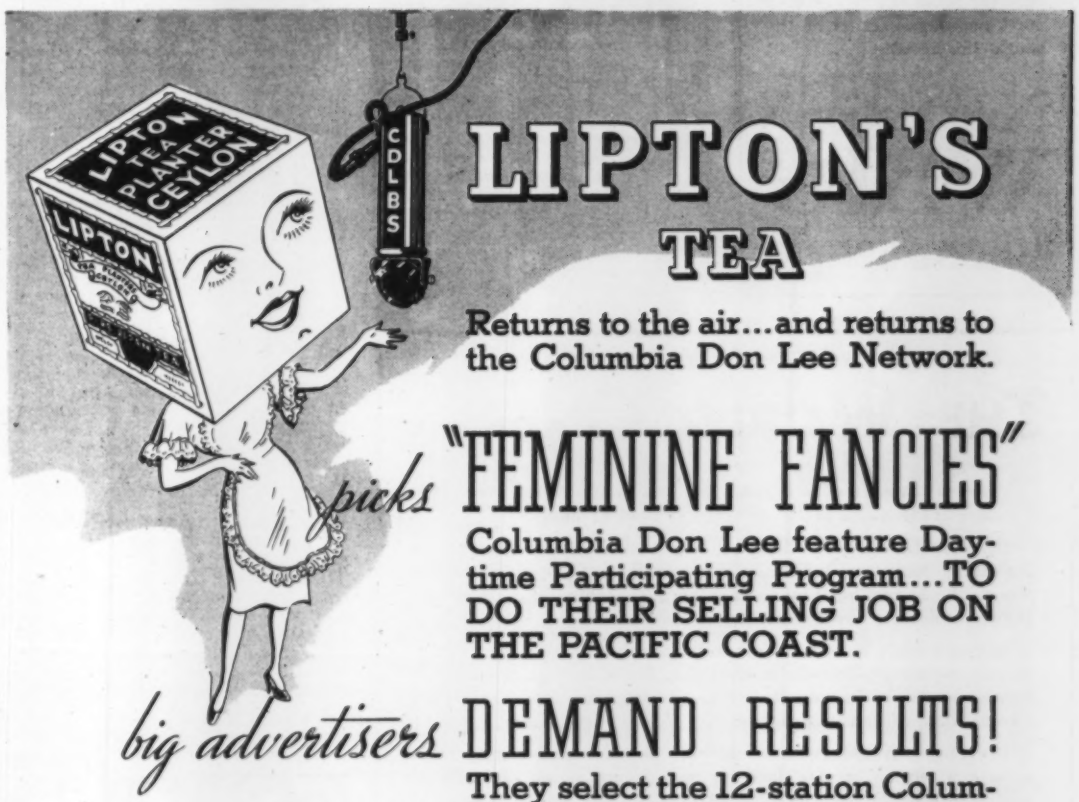
Sing, BING, Sing

—you are a favorite in over 150,000 homes reached by this station in old North Carolina.

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.

WPTF Raleigh, N.C.



LIPTON'S TEA

Returns to the air...and returns to the Columbia Don Lee Network.

picks "FEMININE FANCIES"

Columbia Don Lee feature Daytime Participating Program...TO DO THEIR SELLING JOB ON THE PACIFIC COAST.

big advertisers DEMAND RESULTS!

They select the 12-station Columbia Don Lee Network to give them the only localized coverage of the 12 important markets of California, Oregon and Washington.

...write or wire today for complete details on "FEMININE FANCIES"

COLUMBIA DON LEE BROADCASTING SYSTEM

KFRC ... KOL ... KHJ

Affiliated with COLUMBIA BROADCASTING SYSTEM ... Representatives: RADIO SALES INC., New York, Chicago, Detroit

Los Angeles Office, 1076 W. 7th St.

San Francisco Office, 1000 Van Ness Ave.

WTAR NBC NORFOLK, VIRGINIA

National Representatives—Edward Petry & Co.

"PAUSE for Station Announcement"

WBIG believes that the determining factor in the size of a station's audience is its program policy, rather than its wattage. The more Grade A programs it broadcasts, the larger its habitual audience.

The finest sustaining programs of the Columbia Broadcasting System, and carefully selected programs of local interest hold an audience for us in the richest and most populous section of the south. For results . . .

Your Station is WBIG in Greensboro, N.C.

Biggest Station Deal in History

(Continued from page 7)

discussed in a preliminary way use of either KWK or KSD, and in Kansas City it has talked also with leading independently-owned stations. MBS is interested only in major markets, but on the haul to the Coast must take into account shortest possible distances between cities in order to bring about equitable pro-rata line charges.

How long it will be before the FCC considers the KNX sale is problematical. The station now is operating under a temporary license growing out of its citation on medical programs. Along with KFRC and WTMJ, Milwaukee, it was cited for hearing last fall. A decision is expected shortly from the FCC Broadcast Division.

It is entirely possible that the application for voluntary assignment of license will be held in abeyance until a decision is reached in the so-called Marmola case. The purchase arrangement, under FCC rules, must be conditional until such time as FCC approval is forthcoming. Actually, the present arrangement is only an agreement to purchase.

The FCC has been moving slowly in recent months in acting upon voluntary assignments of licenses. In several cases it has scheduled them for hearing, notably where newspapers have made purchase arrangements. Under the law, however, the FCC cannot deny voluntary assignments if the price is reasonable and if the applicants are qualified financially and meet the statutory requirement of "public interest, convenience and necessity".

KNX is regarded technically as one of the best clear channel stations in the country. Operating on the 1050 kc. clear channel, it is heard with rather amazing signal strength in the 11 Western states. It now has pending an application for 500,000 watts, or equal to the super-power WLW.

Last year, it is understood, KNX did a gross business of $675,000 — ranking it among the first half-dozen stations. During last summer it built commodious new studios on Sunset Boulevard in Hollywood. Its technical plant and studios have a tangible value of approximately $500,000. The station has come to the fore rapidly in the last two years since it went to 50,000 watts.

In his negotiations with CBS, Mr. Earl was accompanied by his Los Angeles attorney, Lawrence Beilenson. CBS was represented by President Paley, Treasurer Runyon and Herbert V. Akerberg, station relations manager. Harry C. Butcher, Washington vice president, also was consulted. Mr. Richards also participated in the four-day parley.

Other Deals Pending

DURING the negotiations there were discussions of a cooperative purchase arrangement whereby Messrs. Richards and Fitzpatrick might become associated with CBS as joint purchasers. As consummated, however, the arrangement did not make such a provision. Mr. Richards resides for six months each year in Beverly Hills, Cal., and has been anxious to acquire a station or stations in that area. At one time he made overtures for the purchase of the Don Lee network through Lewis Allen Weiss, assistant general manager of WJR, and former Don Lee general manager.

In addition to the KNX transfer a number of other important station assignments are pending. These include transfer of two stations of Southwest Broadcasting System—KTSA, San Antonio, and KNOW, Austin—to Hearst Radio Inc., for $225,000, and also of the three other Southwest-owned stations to the same company for an undisclosed figure.

Also pending before the Broadcast Division is the application for transfer of WOWO, Fort Wayne, Ind., to Westinghouse for a price in the neighborhood of $150,000. Pending also, but not yet applied for, is the proposed sale of WTIC, Hartford, Conn. clear channel station, to Cherry & Webb, operators of WPRO, Providence, for approximately $675,000. In the same category, so far as known, is the possible sale of WFBM, Indianapolis, by the Indianapolis Light & Power Co., to Thomas D. Taggart, Indiana Democratic National Committeeman.

The previous high record for a station was the purchase of WMAQ, Chicago, from the *Chicago Daily News* by NBC for a figure which amounted to $1,000,000 in two installments. NBC about four years ago paid $500,000 for one-half interest in the station, but did not acquire control. Then early last year, it paid $500,000 for the remaining 50%.

In purchasing WENR, half-time clear channel station from the utility-owned Great Lakes Broadcasting Co., about five years ago, NBC paid approximately $500,000, which was on the basis of $1,000,000 for the full-time clear channel assignment. Approximately $600,000 was paid by NBC for the purchase of KPO, San Francisco, from the *San Francisco Chronicle* and Hale Bros. department store a half-dozen years ago.

Hinds Account to Esty

LEHN & FINK PRODUCTS Corp., New York, has announced the appointment of William Esty & Co., New York, to handle its Hinds Honey and Almond Cream radio account effective April 1. John Watson, vice president of the Esty agency, will be the account executive. Hind's is currently using 14 local live talent programs throughout the country and for the past few weeks the sponsor has been considering doubling this spot broadcasting effort. Programs selected by client are usually shows that have built up a large and intimate local audience. The Esty appointment also includes advertising placed in printed media.

WILLIAM H. RANKIN, head of the agency bearing his name, spoke on "The Value of WHN's Good Name" March 10 during the New York station's "Open House" week celebrating its daytime power boost to 5,000 watts.

THE WORLD OVER . .

Transco transcribed programs are known the world over. The Transco trade mark is an accepted symbol of quality.

. . . Australia, New Zealand, South Africa, Canada, Latin American countries, India . . . these are but a few of the spots where the banner of Transco has been preaching the gospel of bigger and better programs.

But you don't have to own a radio station in a foreign clime to get the use of Transco productions. Right here in the United States scores of broadcasters have found that they "can't go wrong with a Transco program."

Probably psychologists would tell us that these programs arouse attention, create interest and bring action through a desire to buy the merchandise advertised. But, in the words of those who use Transco programs, and in simple language, "Transco programs bring home the bacon." They help you sell station time . . . build up a larger audience . . . and increase the prestige of your station.

Make us prove it. Let us send you the new catalog. Or ask for an audition right in your own station when our field manager is in your part of the country.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES — EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

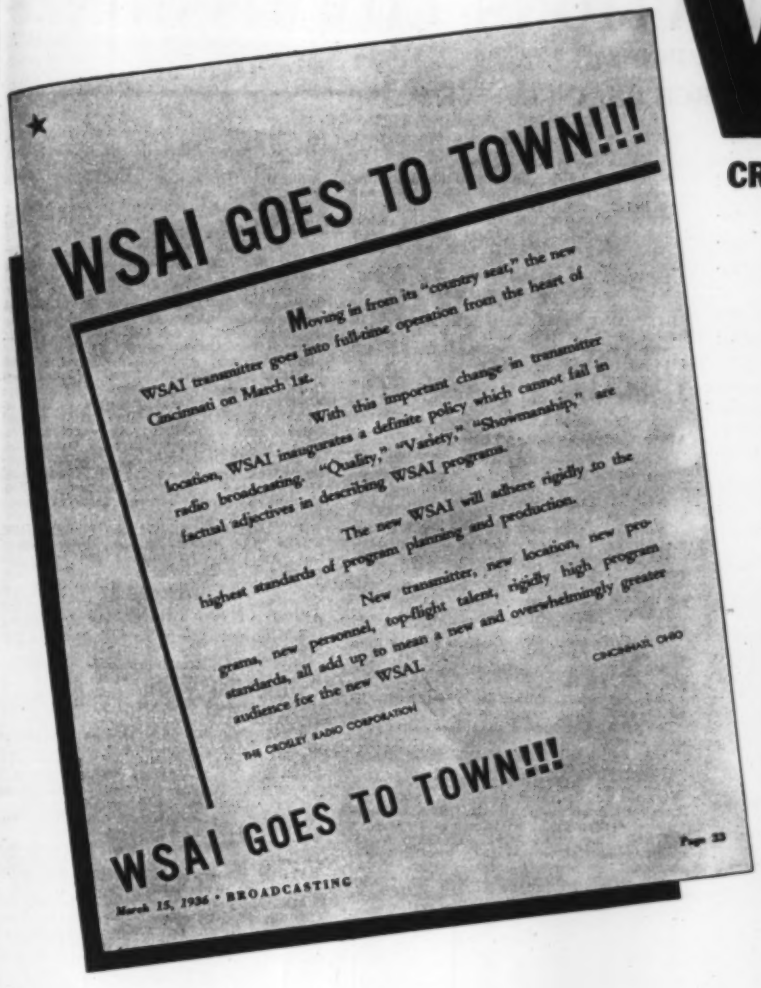
Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

WSAI

CROSLEY RADIO CORPORATION, CINCINNATI

does it with this new Western Electric 5KW High Fidelity Transmitter



WSAI GOES TO TOWN!!!

Moving in from its "country seat," the new WSAI transmitter goes into full-time operation from the heart of Cincinnati on March 1st.

With this important change in transmitter location, WSAI inaugurates a definite policy which cannot fail in radio broadcasting. "Quality," "Variety," "Showmanship," are factual adjectives in describing WSAI programs.

The new WSAI will adhere rigidly to the highest standards of program planning and production.

New transmitter, new location, new programs, new personnel, top-flight talent, rigidly high program standards, all add up to mean a new and overwhelmingly greater audience for the new WSAI.

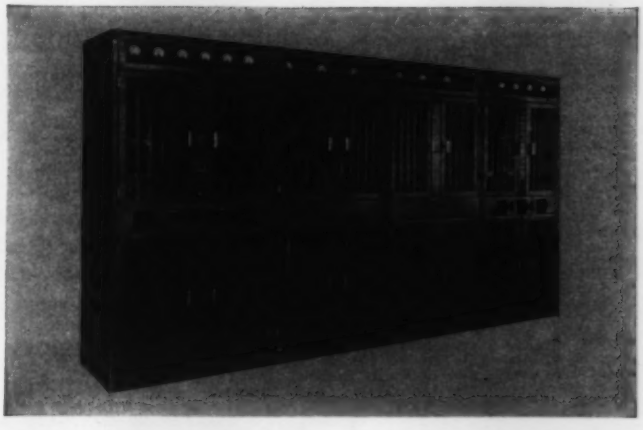
CINCINNATI, OHIO

THE CROSLEY RADIO CORPORATION

WSAI GOES TO TOWN!!!

Page 33

March 15, 1936 • BROADCASTING



These 8 features are some of the reasons!

1. COMPLETE AC OPERATION.

2. STABILIZED FEEDBACK: Western Electric's new system for the elimination of harmonic distortion and noise provides high fidelity performance which exceeds by a wide margin the present tentative standards of the F. C. C.

3. UNIFORM FREQUENCY RESPONSE: The audio frequency transmission characteristic is uniform within ½ db from 30 to 10,000 cycles per second at all percentages of modulation.

4. LOW DISTORTION: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.

5. LOW NOISE LEVEL: More than 60 db unweighted below the signal at 100% modulation as measured with a program noise meter.

6. LOW HARMONIC RADIATION: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).

7. FLEXIBILITY OF POWER OUTPUT AND OPERATION: Full or reduced power obtained by throwing one switch.

8. CENTRALIZED CONTROL: Operation is fully automatic; a single switch energizes all circuits in proper sequence.

For full details about this and other broadcasting equipment, write to Graybar Electric, Graybar Building, New York—or telephone Graybar's nearest branch.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

MARCH 15 TO MARCH 28, INCLUSIVE

Applications . . .

MARCH 2

NEW, Rensselaer Polytechnic Institute, Troy, N. Y.—CP gen. exp. amended to 1 kw.

MARCH 16

NEW, Advertising Pub. Co. Ltd., Honolulu—CP 1370 kc 100 w unltd.

WNEL, San Juan, P. R. — Modif. CP change equip., extend completion.

WIEK, Atlantic Brdcstg. Corp., New York—License for CP replace trans., increase to 100 w.

WSYR, Syracuse—Modif. CP new equip. etc. to move trans. locally.

WMAZ, Macon, Ga. — CP aux. trans. 500 w.

NEW, A. Earl Cullum Jr., Dallas—CP 1500 kc 100 w D.

KALB, Alexandria, La.—Modif. license from D to unltd. 100 w (contingent if and when WJBO leave 1420 kc).

WMFN, Clarksdale, Miss. — CP change antenna, move trans. locally, amended to move trans. to Grenada, Miss.

WIL, St. Louis — CP change equip., change from 1200 to 1250 kc 100 w 250 w D to 1 kw, amended re trans. site, and install directional antenna N.

WCLO, Janesville, Wis. — CP change equip., increase 100 w to 100 w 250 w D, move trans. locally.

MARCH 19

W9XBS, Chicago—Modif. license for remote operation.

WSAI, Cincinnati — License for CP change equip., move trans.

NEW, Harry J. Grant, Milwaukee—CP 1010 kc 1 kw unltd., amended to 250 w 500 w D, conventional antenna.

NEW, Albuquerque Pub. Co., Albuquerque, N. M.—CP 1370 kc 100 w unltd.

NEW, Ben S. McGlashan, San Diego—CP 1210 kc 100 w D amended to 550 kc 100 w 250 w.

Standard Radio Inc., Hollywood—Auth. transmit transcriptions abroad.

APPLICATIONS RETURNED: NEW, A. Corenson, Ventura, Cal.; NEW, Jay E. Tapp, Long Beach, Cal. (gen. exp.).

MARCH 21

NEW, Charles T. Copeland Jr., W. H. May, Troy, Ala.—CP 1210 kc 100 w D amended re equip., add Broadcast Service Co. to name, trans. site near Troy.

NEW, H. Wimpy, Albany, Ga. — CP 1420 kc 100 w 250 w D unltd., facilities WGPC.

WMBH, Joplin, Mo.—Consent transfer control to Joplin Pub. Co. (Globe).

KFDM, Beaumont, Tex.—Consent transfer control to J. M. Gilliam.

APPLICATIONS RETURNED — W4XCA, Memphis; NEW, Byron Noe & Lewis B. Fleener, Villa Grove, Ill.; NEW, KLA Inc., La Grande, Ore.

MARCH 23

WFAB, New York — Modif. license re hours.

WHBB, Selma, Ala.—Vol. assign. license to W. J. Reynolds Jr., J. C. Hughes & J. S. Allen, d/b Selma Brdcstg. Co.

WDBO, Orlando, Fla.—CP change antenna, move trans. locally, increase 250 w to 1 kw.

NEW, KMJB Brdcstg. Co., Minot, N. D. —CP 1300 kc 1 kw unltd., facilities KLPM.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc.

NEW, Tribune, Great Falls, Mont.—CP 950 kc 1 kw 5 kw D unltd., amended omit request KFYR facilities.

APPLICATIONS RETURNED—WRAK, Williamsport, Pa.; WPTF, Raleigh, N. C.; NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.; NEW, Brownwood Brdcstg. Co., Brownwood, Tex.

MARCH 24

NEW, Hildreth & Rogers Co., Lawrence, Mass.—CP 680 kc 1 kw D.

WWVA, Wheeling — CP new trans., vertical antenna, increase from 5 to 25 kw N 10 kw D.

WEED, Rocky Mount, N. C.—CP change equip., increase 100 w to 100 w 250 w D.

WIOD-WMBF, Miami — License for CP change equip.

WJJD, Chicago—Modif. license change hours.

W9XOK, Star-Chronicle Pub. Co., St. Louis—License for CP gen. exp.

KUJ, Walla Walla, Wash. — Consent transfer control to H. E. Studebaker.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Co., Cleveland; NEW, Valley Brdcstg. Co., Columbus; WDAS, Philadelphia; KALB, Alexandria, La.

MARCH 25

NEW, Seaboard Investment Co. Inc., Montgomery, Ala.—CP 610 kc 500 w 1 kw D unltd.

NEW, Twin City Brdcstg. Co., Lewiston, Me.—CP 1210 kc 100 w unltd.

WNBC, New Britain, Conn.—CP change equip., increase 250 w to 1 kw.

WCAO, Baltimore — License for CP modif. equip., move trans.; license aux. trans.

WNYC, New York — License CP use trans. as aux. and move trans.

KFPM, Greenville, Tex.—Applic. amend CP to 1420 kc.

NEW, Voice of Corsicana Assn., Corsicana, Tex.—CP 1200 kc 100 w D amended to 1310 kc.

KGFI, Corpus Christi, Tex. — CP new equip., increase to 250 w 500 w D, change 1500 to 1330 kc, move trans. locally.

KFJB, Marshalltown, Ia. — CP change equip.

WHO, Des Moines — Exp. auth. new equip., increase 50 to 500 w.

KIEM, Eureka, Cal.—License CP new equip., change freq., power, move trans.

NEW, Jay E. Tapp, Long Beach, Cal.—CP gen. exp. 100 w.

MARCH 26

WAIM, Anderson, S. C.—CP change 1200 to 590 kc, new equip., increase 100 to 250 w 1 kw D, move trans. locally, amended to 630 kc 1 kw D.

APPLICATIONS RETURNED — NEW, Niagara Falls Brdcstg. Co., Niagara Falls, N. Y.; NEW, Maui Pub. Co. Ltd., Wailuku, T. H.; NEW, N. Geo. Pub. Co., Rossville, Ga.; NEW, John S. Allen, G. W. Covington Jr., Montgomery, Ala.; NEW, Jay S. Brown, Ogden, U.

MARCH 28

WELI, New Haven—Vol. assign. license to City Brdcstg. Corp.

WORL, Needham, Mass.—Modif. license move studio to Boston.

KMMJ, Clay Center, Neb.—Vol. assign. license to KMMJ Inc.

WCLS, Joliet, Ill.—Modif. license from spec. to unltd.

Examiners' Reports . . .

WEAN, Providence, R. I. — Examiner Bramhall recommended (I-205) that applic. CP increase 500 w to 1 kw be denied.

KVSO, Ardmore, Okla.—Examiner Hyde recommended (I-206) that applic. CP increase from 100 w D to 250 w LS be granted but applic. unltd. operation be denied.

NEW, Champaign News-Gazette Inc., Champaign, Ill. — Examiner Hill recommended (I-207) that applic. CP 1370 kc 100 w be granted for daytime operation.

NEW, James R. Doss Jr., Tuscaloosa, Ala.—Examiner Bramhall recommended (I-208) that applic. CP 1200 kc 100 w D be granted.

WFBR, Baltimore; WOOD, Grand Rapids; WASH, Grand Rapids — Examiner Dalberg recommended (I-209) that applic. WFBR for modif. license and WOOD, WASH for CP increase from 500 w to 1 kw N be denied; that applic. increase from 500 w to 1 kw D be granted.

KVI, Tacoma—Examiner Walker recommended (I-210) that applic. increase 1 kw to 1 kw 5 kw LS be denied.

NEW, Alfred C. Matthews, Cape May, N. J. — Examiner Bramhall recommended (I-211) that applic. CP 1420 kc 100 w spec. be denied.

NEW, A. W. Hayes, Erie, Pa.; NEW, Watertown Brdcstg. Corp., Watertown, N. Y.—Examiner Dalberg recommended (I-212) that applic. A. W. Hayes CP 1270 kc 500 w 1 kw LS unltd. be denied; that applic. Watertown Brdcstg. Corp., CP 1270 kc 250 w D be granted.

Decisions . . .

MARCH 17

APPLICATIONS GRANTED:

WTAG, Worcester; KFJI, Klamath Falls, Ore.; WEW, St. Louis—CP change equip.

WDAE, Tampa — Extension exp. auth. 2½ kw D.

WMBR, Jacksonville — License for CP move trans. locally, increase to 250 w D.

WCFL, Chicago — License for CP aux. equip.

WEST, Easton, Pa. — License for CP studio 561 Northampton St.

KREG, Santa Ana, Cal. — Renewal license.

KABF, Sacramento—License for CP gen. exp. 50 w.

W6XKF, Los Angeles—License for CP gen. exp. 100 w.

W4XH, Spartanburg, S. C. — Modif. license gen. exp.

W8XKA, Chicopee Falls, Miss.—Renewal exp. license.

W3XEY, Baltimore — Modif. CP trans. site Chase & Charles St.

SPECIAL AUTHORIZATIONS—WCBD, Waukegan, Ill., extension temp. auth. use Zion studio as main; WSM, Nashville, extension temp. auth. withdraw aux. trans.; WMFN, Clarksdale, Miss., extension temp. auth. remain silent; WREC, Memphis, extension temp. auth. use temp. trans. 1 kw.

SET FOR HEARING—WWAE, Hammond, Ind.; NEW, Waterloo Times-Tribune Pub. Co., Waterloo, Ia.; NEW, Times Pub. Co., St. Cloud, Minn.; WORL, Needham, Mass.; KGEK, Sterling, Col.; KSO, Des Moines; KWKC, Kansas City; WJAX, Jacksonville; KFWB, Hollywood; WWJ, Detroit; WDAE, Fargo, N. D.; WAVE, Louisville; KOIN, Portland, Ore.; KHJ, Los Angeles; WEEI, Boston; KECA, Los Angeles; WRC, Washington; WCSH, Portland, Me.; KHQ, Spokane; WIOD-WMBF, Miami.

ORAL ARGUMENTS GRANTED—NEW, Ralph Peres Perry, Santurce, P. R.; NEW, E. W. Atkinson, Watsonville, Cal.; KFJM, Grand Forks, N. D.

APPLICATIONS DENIED — NEW, Harry H. Culver, Beverly Hills, Cal., applic. CP 710 kc 500 w ltd., as in default; KFRO, Longview, Tex., spec. auth. local event.

APPLICATIONS DISMISSED — NEW, Ruth W. & S. E. Adcock, Johnson City, Tenn.; NEW, same applicants, Rossville, Ga.; WROK, Rockford, Ill.; NEW, Herbert Hollister, Emporia, Kan.; NEW, O. K. Brdcstg. Co., Cleveland; NEW, same applicants, Louisville; NEW, Herbert Hollister, Waterloo, Ia.

MISCELLANEOUS — WLAK, Lakeland, Fla., granted CP 1310 kc 100 w unltd.; W9XAL, Kansas City, vol. assign. license to First Natl. Television Inc., a Missouri corp.; W1XEH, Avon, Conn., modif. CP gen. exp.; KFUO, St. Louis, granted continuance hearing applic. renewal; NEW, Centennial Brdcstg. Corp., Dallas, denied reconsideration denial new station; Ogdensburg Pub. Co., Ogdensburg, N. Y., granted petition intervene hearing on applic. Ogdensburg Advance Co. Inc.; Bell Brdcstg. Co., Temple, Tex., granted petition intervene applic. Eugene DeBogory; WJBW, New Orleans, granted regular renewal; KTFI, Twin Falls, Id., granted continuance; WNBX, Springfield, Vt., granted temp. auth. 1 kw LS Dayton, 500 w N; WREC, Memphis, accepted answer to WCAO exceptions to Ex. Rep. 1-187 and granted request oral arg.; WHIO, Dayton, reconsidered and granted applic. increase 1 to 5 kw D.

ACTION ON EXAM. REPORT—NEW, North Side Brdcstg. Corp., New Albany, Ind., granted CP 1370 kc 250 w D, sustaining Examiner Hyde.

MARCH 27

APPLICATIONS GRANTED:

WHA, Madison, Wis.—CP increase 2 to 5 kw.

WJNO, W. Palm Beach, Fla.—Modif. CP re equip., move trans., studio locally.

WHN, New York—License CP change equip., increase to 5 kw D 1 kw N, license aux. trans.

WDZ, Tuscola, Ill.—License CP change to 1020 kc, increase to 250 w D.

WFAM, So. Bend—Modif. license from Sh.-WWAE to unltd. D, Sh.-WWAE N.

WWAE, Hammond, Ind.—Reconsidered action 3-17-36 in desig. applic. modif. license from Sh.-WFAM to unltd. D to LS, Sh.-WFAM N, and granted same.

KCMC, Texarkana, Ark. — Consent vol. assign. license to KCMC Inc.

WFBC, Greenville, S. C.—License for CP new equip., increase 1 to 5 kw D.

WTAQ, Green Bay, Wis. — License for CP move trans. Eau Claire to De Pere, studio to Green Bay; new equip., change hours from Sh.-KSCJ N to unltd., directional antenna N, 1330 kc 1 kw N & D unltd.

WMMN, Jefferson, W. Va.; WTOC, Savannah; WEBC, Superior, Wis.; KGGM, Albuquerque, N. M. — Renewal license to Oct. 1.

WHBI, Newark; WNEL, San Juan, P. R.—Renewal license.

WAML, Laurel, Miss. — Renewal license three months.

WTNJ, Trenton, N. J.—Renewal license to Oct. 1.

KFPY, Spokane; WSYR, Syracuse — Renewal license to Sept. 1.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc.

KECA, Los Angeles — Modif. CP new equip., trans. at 82d St., Compton Ave., extend completion.

WDBJ, Roanoke, Va.—Renewal license to Oct. 1.

SET FOR HEARING — NEW, Southland Brdcstg. Corp., Chattanooga; NEW, Jonas Weiland, Kingston, N. C.; NEW, R. I. Laubengayer, Salina, Kan.; NEW, Mid-Missouri Brdcstg. Service, Jefferson City, Mo.; NEW, Harold F. Gross & Edmund C. Shields, Saginaw, Mich.; NEW, Grover C. Maxwell, Geo. A. Sancken & Herbert C. Lerick, Augusta, Ga.; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.; NEW, I. L. G. W. Radio Corp., N. Y.; NEW, Ben L. Taylor, Phil B. Whitaker, Mrs. B. Whitaker, Chattanooga; NEW, Nolan S. Walker, Canton, O.; NEW, W. H. Marolf, Escanaba, Mich.; NEW, WRBC Inc., Youngstown; WEMP, Milwaukee; KFKA, Greeley, Col.; KRE, Berkeley, Cal.; WCBD, Waukegan, Ill.; NEW, Isadore Goldwasser, Tuscaloosa, Ala.; NEW, St. Cloud Brdcstg. Co., St. Cloud, Minn.; NEW, H. H. Hanseth, Fresno, Cal.; NEW, Midway Brdcstg. Co., Eau Claire, Wis.; NEW, W. P. Stuart, Prescott, Ariz.; KWKC, Wilson Duncan Brdcstg. Co., Kansas City; NEW, Evans Brdcstg. Co., Kansas City; NEW, Fred A. Baxter, Superior, Wis.

MISCELLANEOUS — KGCU, Mandan, N. D., KMA, Shenandoah, Ia., KTFI, Twin Falls, Id., KGBZ, York, Neb., granted temporary renewals; KTFI, Twin Falls, Id., granted extension exp. auth.; KUJ, Walla Walla, Wash., temp. license continued; WATL, Atlanta, temporary license continued; WWL, New Orleans and

CRC CONTROL PANEL — Here is W. A. Reid, chief engineer of the Canadian Radio Commission, at his control board at CRCM, Montreal, where he synchronized eight colors scattered over the Dominion for a recent British Empire broadcast.

KWKH, Shreveport, La., temp. exp. auth. extended; WJEJ, Hagerstown, Md., temp. license extended; Paul R. Heitmeyer, Salt Lake City, denied motion that action be deferred on Utah applications and that same be considered in connection with his application; A. S. Graham, E. V. Baxter, Norman Baxter, Pittsburg, Kan., denied consideration applic. in conjunction that of Joplin Brdcstg. Co. & Pittsburg Pub. Co.; WISC Brdcstg. Inc., St. Paul, denied reconsideration action granting CP new station St. Paul 1370 kc 100 w unltd., to Edward Hoffman; KROW, Oakland, Cal., granted petition intervene applic. Jos. G. Morrow, applic. new station at Oakland; WFEA, Manchester, N. H., granted renewal license if antenna and signal meet FCC requirements; Fresno Brdcstg. Co., Fresno; WSPA, Spartanburg, S. C., denied spec. auth. 500 w LS to midnight 30 days; Fresno; WSPA, Spartanburg, S. C., denied auth. 500 w LS to midnight 30 days; Times Dispatch Pub. Co., Richmond, Va., granted request take depositions applic. new station at Richmond; KMJ, Fresno, Cal., granted petition intervene applic. Fresno Brdcstg. Co. new station at Fresno; Evans Brdcstg. Co., Kansas City, overruled motion FCC revoke temp. license KWKC but granted applic. to be heard before license is renewed; George B. Bairey, Valley City, N. D., denied grant applic. new station Valley City.

SPECIAL AUTHORIZATIONS—WOW, Omaha, temp. auth. 5 kw N in April; WLS, Columbia, S. C., temp. auth. 560 kc 1 kw N 5 kw D; WFIL, Philadelphia, extension temp. exp. auth. 1 kw N; WDBO, Orlando, Fla., temp. auth. added 750 w N; KWEA, Shreveport, La., temp. auth. remain silent to 5-31-36; WJJD, Chicago, CP move trans. to Des Plains, Ill.

REPEAL of the Davis equalization amendment governing allocation of broadcasting facilities and responsible for the present quota system, was blocked in the Senate March 26 by Senator McKellar (D-Tenn.) who objected to its consideration until its turn was reached on the unanimous consent calendar. The measure probably will come up again within a week. It has not yet been considered in the House.

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A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

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BROADCASTING Broadcast Advertising

National Press Bldg., Washington, D. C.

Network Renewals

RENEWALS of network accounts just before BROADCASTING went to press, in addition to the list printed on Page 45, follow:

RADIO CORP. OF AMERICA, New York (institutional) on April 5 renews *Magic Key of RCA* on 63 NBC-WJZ stations, Sundays, 2-3 p. m. Agency: Lord & Thomas, N. Y.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex) on March 30 renewed for 52 weeks *Mary Marlin* dramatic sketch on 37 CBS stations, Mondays thru Fridays, 12:30 - 12:45 p. m. Agency: Lord & Thomas, Chicago.

AMERICAN CAN Co., New York, on April 28 renews *Ben Bernie* on 54 NBC-WJZ stations, Tuesdays, 9-9:30 p. m. Agency: Fuller & Smith & Ross, N. Y.

S. C. JOHNSON & SON Inc., Racine, Wis. (wax) on April 13 renews *Fibber McGee & Molly* on 46 NBC-WJZ stations, Mondays, 8-8:30 p. m. Agency: Needham, Louis & Brorby Inc., Chicago.

Further deletions are:

CAMPANA Corp., Batavia, Ill. (Italian Balm, Dreskin) with *First Nighter*, Fridays, 10-10:30 p. m., April 24 (NBC-WEAF).

PINAUD Inc., New York (cosmetics) with *Lilac Time*, Mon., Wed., Fri., 7:15-7:30 p. m., April 10 (CBS), remaining on WLW only.

New Alka-Seltzer Series

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on April 13 will start for 13 weeks a comedy dramatic program over the NBC-Pacific Coast Blue network, Mondays thru Fridays, 8:15-8:30 p. m. (PST). Six stations will be used. The program will be called *Frank Watanabe and William* and will feature Edward J. Holden, writer of the script, in the role of Frank Watanabe, Japanese house boy and Cameron Prud'homme as William Hathaway, retired hardware merchant. Dr. Miles Laboratories at present is also broadcasting the *National Barn Dance* weekly on an NBC-WJZ network and *Uncle Ezra's Radio Station*—*EZRA*, on an NBC-WEAF network three times weekly, the accounts being placed from the Chicago offices of the Wade Adv. Agency, which is also handling the new West Coast series.

New KWK Transmitter

KWK, St. Louis, will install a new Western Electric 5 kw. transmitter on a 13-acre site in Baden, formerly a part of the Mississippi River bed, deposits left by the river making the location especially suitable for the purpose. The buried copper-wire network will cover the entire plot, employing 43,680 feet of wire. The transmitter building will be semi-modern in style, with the entrance opening into the main control room and reception lounge. Provision is made for future television and shortwave installations. The Blaw Knox vertical radiator will be 400 feet high, the topmost point of any structure in St. Louis.

True, Mr. Ripley

—believe it or not, at least 150,000 homes in North Carolina listen to you over WPTF!

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.

WPTF Raleigh, N.C.

Rate on Back-hauls Is Reduced by 50%

WCOA Appeal Leads to AT&T Agreement for Compromise

A NEW TARIFF reducing radio wire line rates on "back-hauls" by 50% will be filed with the FCC by the American Telephone & Telegraph Co. under an agreement worked out by the company with WCOA, Pensacola, Fla.

The Florida station, through its counsel, former Senator C. C. Dill, on Dec. 16 petitioned the FCC to compel the A. T. & T. to reduce its line costs in the case of WCOA, which was charged for a 62-mile back haul from Flomaton to Mobile, Ala., because the A. T. & T. did not have a repeater station on the direct route to Flomaton. The petition asked for a refund on the additional charges paid and for discontinuance of the charge for the back-haul, as well as discontinuance of a $2,000 per year connection charge.

Hearing Waived

IT WAS LEARNED March 26 that an agreement had been reached between A. T. & T. counsel, Harvey Hoshour, general solicitor, and Senator Dill, under which the 50% reduction in back-haul charges would be made, subject to FCC approval. A petition was filed with the FCC on that day by Senator Dill to waive the hearing on his complaint, set for April 3 before the Telephone Division.

Under FCC rules, changes in tariffs must be filed 30 days in advance. Probably an effort will be made also to have that requirement waived, so the new rates can become effective immediately.

The reduction, of course, will apply not only to the Pensacola station but to all other stations on networks which are now required to pay full rates for back-hauls, due to absence of A. T. & T. repeaters over the direct routes. It is estimated that ten or a dozen stations on the networks will benefit at once from the rate reduction.

In the case of WCOA, the rate reduction would result in a savings of approximately $2,000 a year, or nearly one-third of the $6,400 it has been paying for its CBS lines. Senator Dill had asked that the tolls be based on the "air-line" distance but agreed to compromise on the 50% reduction. The connecting charge issue is not covered in the rate reduction. [See Jan. 1, 1936 issue for WCOA complaint story.]

School for Announcers

PAGES in the NBC Chicago studios will be given a free course in radio announcing which may lead to regular announcers' positions at the National Broadcasting Company or its affiliated stations, it was announced March 20 by Sidney N. Strotz, Program and Artists Service Manager of the NBC central division. Voice tests among the pages are conducted by Everett Mitchell, supervisor of announcers in the NBC Chicago studios. Those who qualify will be given a six-month course under Mitchell. A similar school for announcers is conducted in the NBC Radio City studios.

Rolls Razor Starts Disc Series Over 29 Stations

LEE & SCHIFFER Inc., New York (Rolls razor) will inaugurate a new series of 15-minute musical transcriptions over 29 stations starting April 5. The discs, made by Decca, will be broadcast late Sunday afternoon hours. Four stations on the West Coast included in the total will be added April 12. Live opening and closing announcements will be used for local tieins.

The campaign is scheduled for six weeks, the sponsor having decided to cut down the length of the campaign this spring and enlarge the number of stations used. The station list follows: WCSH, WTAG, WSAR, WMBD, WOWO, WKZO, WINS, WSOC, WWL, WHBQ, WGBI, WHP, WDEL, KGHF, WPHR, WCOL, WSMK, WAVE, WBNY, KSO, KMAC, KGFG, WMBH, KSYR, WEMP, KALE, KGFJ, KJBS, KRSC. Kimball, Hubbard & Powell Inc., New York, placed the account.

White Naptha Plans

PROCTOR & GAMBLE Co., Cincinnati (White Naptha) is planning to launch a series of 32 one-minute transcriptions over an unannounced list of stations. World Broadcasting System is making the discs and Blackman Advertising Inc., New York, is the agency.

THE Federal Trade Commission has issued the following stipulations: Anacin Co., Chicago, ordered to cease certain claims for Anacin; M. J. Breitenbach Co., New York, ordered to cease certain claims for Gude's Pepto-Mangan; Justin Haynes & Co. Inc., New York, charged with false claims for Aspirub.

GUARANTEED

Accuracy...of BETTER than .01% before any Plaza Electric Crystal ever leaves our laboratory. Use "Scientific" Crystals and you'll be using the BEST!

CRYSTAL SPECIALISTS SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

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W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

Station for New Albany; Other Projects Dropped

SUSTAINING EXAMINER Hyde, the FCC Broadcast Division on March 17 announced the granting of a new 250-watt daytime station on 1370 kc. in New Albany, Ind., just across the Ohio River from Louisville. The FCC order is effective May 12. Heading the project is Arthur Harris, retired New Albany building contractor, with his son Charles Lee Harris and a group of local business men.

The FCC on March 17 also announced the voluntary withdrawal of applications by O. K. Broadcasting Co. for a new 100-watt station on 1200 kc. in Louisville and a new 100 watter on 1500 kc. in Cleveland. The company is headed by A. L. Chilton, former manager of KRLD, Dallas, and operator of KLRA, Little Rock, Ark. Four other applications for new stations were also dismissed at the request of applicants: Herbert Hollister, manager of WHBF, Kansas City, Kan., which he recently sold to the *Kansas City Kansan*, seeking 100-watt stations in Emporia, Kan. and Waterloo, Ia., and Ruth W. and S. E. Adcock, seeking 250 watts daytime on 880 kc. in Johnson City, Tenn., and 250 watts daytime on 1120 kc. in Rossville, Ga.

PURCHASE of CJGX, Yorkton, Sask., by James Richardson & Sons Ltd., also operators of CJRC, Winnipeg, and CJRM, Regina - Moose Jaw, was disclosed March 9 by H. R. McLaughlin, CJRC manager. The Yorkton 100-watter formerly was owned by Dawson Richardson Publications, of Winnipeg, publishers of the *Market Review*.

TOOTS AND HOOFS
Here She Comes, Says WSM, Were They Surprised!

IMAGINE the surprise of WSM, Nashville, and its listeners when Ottis Devine, announcer, made his regular announcement:

"At this time ladies and gentlemen, we take you to a point 12 miles from the city of Nashville on the main line of the Louisville & Nashville Railroad. There an operator waits with a microphone, ready to bring you the *actual sound* of the L. & N.'s crack passenger train, the Pan-American, speeding past the 878-foot tower of WSM, the tallest in America. Here she comes!"

And what listeners heard was not the familiar engine toot but, of all things, hoofbeats of a horse.

Later it was learned that a premature signal had been given for the train and at that moment a horse and buggy rolled across the bridge just above the WSM microphone.

Atlantic Buys Baseball

ATLANTIC REFINING Co., through N. W. Ayer & Son Inc., has purchased sponsorship of play-by-play descriptions of the home games of Philadelphia's two major league baseball clubs over WIP, Philadelphia. The series will mark Philadelphia's first regular baseball broadcasts. The games will be broadcast daily except Sunday. The announcer for the daily descriptions has not yet been selected and it is understood that WIP is seeking a "name" for the job. Although Atlantic Refining has used broadcasting extensively, the WIP series marks its first venture into baseball. Despite baseball broadcasts in other cities, executives of both Philadelphia clubs have always been adamant in their opposition to airing the games.

Lake Shore Honey Series

A NEW SERIES of commercials to sell a product of W. F. Straub & Co., Chicago (Lake Shore Honey), thru Mitchell-Faust Adv. Agency, Chicago, consists of domestic science broadcasts in 39 participation programs on three stations. The broadcasts will be a part of the *Come Into The Kitchen* program of WBAL, Baltimore, Md.; *Home Forum* program of WBZ-WBZA, Boston, and *Health and Home* program of WTAM, Cleveland.

Hearst Buys 3 More

(*Continued from page 7*)

cities in which Hearst newspapers are published. The deal for the purchase of the three stations, like that for the original two, was largely engineered by young Roosevelt in company with William P. Day, executive vice president of Lambert & Feasley, New York agency, who are understood to have secured options on all five stations more than a month ago.

Mr. Day declined to discuss his part in the deals, although it was learned from other sources that he was first interested in the radio business by young Roosevelt and that he is an intimate personal friend of T. J. White, general manager of the Hearst enterprises. The deal was negotiated with A. P. Barrett, Fort Worth financier who own control of the five stations, and Lee H. Armer, SBS president and a minority stockholder.

With the acquisition of the five Southwest stations, Hearst radio properties will include 11 stations, with court action still pending before the District of Columbia Supreme Court on his proposed purchase of WMAL, Washington. Applications for transfer of the first two stations have already been filed with FCC by Mr. Roosevelt, with the applications for the other three yet to be filed. The six stations now operated by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco, and KEHE, Los Angeles.

Arguments on the suit of Hearst Radio against estate administrators of M. A. Leese, owners of WMAL, have been scheduled for March 30 in the Supreme Court of the District of Columbia. The suit, filed last year, is for specific performance of contract which Hearst alleges it entered into for purchase of WMAL at a cost of approximately $285,000. WMAL is now operated by NBC under lease which still has some two years to run at $30,000 a year in leasehold and $6,000 for studios. Hearst is represented by the law firm of Hanson, Lovette & Dale and the Leese estate by Hamilton & Hamilton, of Washington.

U. S. Rubber Spots

UNITED STATES RUBBER Co., New York (U. S. Royal Master tires), will launch a spot announcement campaign over 35 stations from coast-to-coast beginning the week of April 5. Thirteen one-minute live announcements will be used to introduce a newly-designed tire. Stations are: WPTF, WSYR, KOMO, KHQ, WMBR, WQAM, WSB, WJSV, WNAC, WBEN, WGN, WCKY, WGAR, KLZ, WJR, WDRC, WIRE, KMBC, KHJ, WOR, WCAU, WCAE, KWK, KSL, KFRC, WBRC, WFAA, WOC, WHO, WTMJ, KSTP, WSMB, WOWO, KGW. Campbell-Ewald Co., of New York, placed the account.

AN EARLY START FOR YOUR GOLF

While Northern courses are still unplayable, get going with your game, at the Cavalier Country Club! 18 holes in fine condition. And riding, tennis, skeet, deep-sea fishing, salt-water pool, dancing every evening. Right on the ocean, The Cavalier guarantees sound sleep, a keen appetite, perfect restfulness.

The Cavalier
Hotel and Country Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

ACCURACY
Broadcast "A" Cut Crystals

Fully mounted in precision Isolantite holder with micrometer thread "air-gap" adjustment.
Temperature coefficient less than 4 CPS per degree Centigrade per Megacycle.

COMPLETE WITH HOLDER $37.50

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO
QUINCY ILLINOIS

Mike Moments

HAVE you had a bit of terrorizing embarrassment during a program? Most stations have run into situations that take quick thinking.

INGENUITY and even the forceful application of an open palm to a rouged cheek are required occasionally to provide the radio audience with a smoothly produced program. Kenneth Roberts of CBS tells this one:

"We were just going on the air and there were two young women on the program. I made the announcement that Miss Blank, noted vocalist, would sing So-and-So and introduced her. It happened that they had changed places on the program and no change had been made in my script. Well, to get to the point, this young lady looked at me rather peeved and without warning slapped my face. It was a resounding wallop and apparently sounded like a peal of thunder on the air. Anyway, I rubbed my face, tried to be contained and the orchestra started to play. And what did I do about it? Well, let me ask you: What would you have done, sock back?"

Associated Oil Spots

ASSOCIATED OIL Co. of California, San Francisco, pioneer in the sponsorship of sports broadcasting, on March 21 started its most comprehensive track and field sportcast schedule ever attempted. Twenty-five or more major intercollegiate Pacific Coast contests will be broadcast during the season and also for the first time, Pacific Northwest track and field meets will be included, according to Harold R. Deal, advertising and sales promotion manager. Stations to be utilized are KSFO, San Francisco; KMTR, Los Angeles; KEX, Portland; KIRO, Seattle; KGA, Spokane; and KWSC, Pullman, Wash.

WFBL, Syracuse, has supplied a local branch office of a national advertiser interested in buying WFBL time, with a radio set in his office so he can hear all the sustaining programs on the WFBL schedules and pick material for his program.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

Warner Bros. Reneges

(*Continued from page 14*)

$250. In all suits which have been answered, dismissals are sought on the ground that Warner houses do not have exclusive title to licensing the numbers for performance, as against the membership of Warner authors in ASCAP.

In the suits filed March 17 against stations were those of Harms, Inc., against WACO, Waco, KGKO, Wichita Falls, WDOD, Chattanooga, and WTOC, alleging infringement of *That Old Fashioned Mother of Mine* seeking $5,000 each; Remick against WHBI, Newark, *Kentucky Days*, asking $250; Witmark against WWL, New Orleans, *Let's Have Breakfast in Bed*, $5,000; Harms against WJBW, New Orleans, *Three Little Words, Let's Put Out the Lights, I'm One of God's Children, Lost My Rhythm, Lost My Music, Lost My Man*, asking $1,750; Harms against WWL, *Let's Put Out the Lights*, asking $5,000; Remick against WOWO, *It Had to Be You, The Japanese Sandman* and *Breezin' Along With the Breeze*, asking $15,000; Harms against WDSU, New Orleans, *I'm Just An Ordinary Human*, asking $5,000.

On March 19, these additional suits were announced: Remick against KTFI, *The Little Old Church in the Valley*, asking $250; Harms against WDSU, *Where Am I, Let's Swing It* and *I'm Just An Ordinary Human*, asking $1,500; Harms against WOWO, *Two Hearts Carved on a Lonesome Pine*, asking $5,000; Remick, against WTOC, Savannah, *Quicker Than You Can Say Jack Robinson*, asking $500; and Witmark against WTOC, *When a Great Love Comes Along*, asking $500; and Harms against WTOC, *Little Man, You've Had a Busy Day*, asking $250; Witmark against WTAL, Tallahasse, *You're the Flower of My Heart, Sweet Adeline*, asking $250; Harms against WSPD, Toledo, *Flowers for Madame*, asking $5,000 and Witmark against WHIO, Dayton, *Why Can't This Night Go On Forever*, asking $5,000.

Starr Speaks for Warner

WARNER announced March 26 that it had mailed the five-year offers to stations. In an accompanying letter Mr. Starr said it had been the intention of Warner to establish a per piece basis for actual use of individual compositions but this was made impossible because of the bulk contract renewals signed with ASCAP. He said he still favored per piece but that the failure to achieve it is due to ASCAP's action "in forcing a new bulk agreement" upon stations. Moreover, he added that the Warner offer "is evidence of our determination to remain outside the ASCAP". That provision of Mr. Warner's letter covering rates under the five-year offer follows:

The monthly fee for each full time station is based upon the highest local quarter-hour rate instead of the highest published national rate. The monthly fee for the first month for each full time station having a local quarter-hour rate of more than $25 is four times its highest local quarter-hour rate on March 1, 1936. The monthly rate for each month thereafter will be four times the highest local quarter-hour rate during such month. The license fee for full time stations, the highest local quarter-hour rate of which is $25 or less, will be twice their highest local quarter-hour rate.

BLAW-KNOX VERTICAL RADIATORS
FOR MAXIMUM EFFICIENCY

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

FREE!

By our *new process*, Direct Recording we can deliver to you, ABSOLUTELY FREE OF CHARGE, intimate talks on Nationally important issues by the Senators and Congressmen from your district.

●

Transcriptions delivered anywhere in the U. S. within 18 hours from the hour of recording.

●

We guarantee life-like quality with

NO NEEDLE SCRATCH!

●

Other services

WAX RECORDING

"Highest in Quality Lowest in Price"

SCRIPT WRITERS

COMPLETE TALENT BUREAU

Custom Built
Direct Recording Equipment
at Reasonable Prices
Also
Direct Recording Supplies

U. S. RECORDING CO.
633-636 Earle Bldg.
WASHINGTON, D. C.
Tel. National 2975

General Motors Series Signed Through Summer

EXTENSION through the summer months of the General Motors symphony concerts was indicated by officials of that company as the April 19 expiration date of the present series approaches. The Sunday night one-hour programs on the NBC-WEAF network have brought such excellent responses to the sponsors, particularly for the good taste of commercials, that the company is seriously considering carrying them on indefinitely. The account is placed by Campbell-Ewald Co. Inc., Detroit. Further indicating the heightening interest in symphonic music on the air was the signing of Carnegie Tech's symphony orchestra for a Saturday half-hour period, 2:30-3 p. m., over an NBC-WEAF network, starting April 4. The orchestra has been heard on WCAE.

Buick to Sponsor Fight

BUICK MOTOR Co., Flint, Mich. (motor cars) will sponsor a blow-by-blow description of the forthcoming Joe Louis - Max Schmeling fight over combined NBC networks early this summer. The exact date and scene of the fight will be announced later. Charles E. Gannon, vice president in charge of radio for A. H. Kudner Inc., New York, Buick's agency, signed the contract for the broadcast with Mike Jacobs, the promoter of the fight. Buick also sponsored the broadcast of the Joe Louis - Max Baer fight from New York last September, with Clem McCarthy as announcer. Whether he will broadcast the fight is still indefinite.

Radio Aids Press

RADIO stations in Pennsylvania and WLW, Cincinnati, several times broadcast for the Pennsylvania Newspaper Publishers Association an announcement in which newspapers shut down by flood were invited to get in touch with the PNPA if they needed emergency service or financial aid. Publishers not affected by the flood in many cases offered their facilities to stricken plants.

Kool Sponsoring Derby

FOR THE SECOND successive season, Brown & Williamson Tobacco Co., Louisville, will take on exclusive sponsorship of the Kentucky Derby at Louisville May 2, this time on behalf of Kool Cigarettes. After spirited bidding among the three networks—NBC, CBS and MBS — the account was finally placed with CBS for a 70-station nation-wide hookup. The turf classic running alone will be broadcast from 6:15-7 p. m. (EST). Batten, Barton, Durstine & Osborn, New York, placed the account.

Radio Speeds Relief

RAISING of relief funds by the American Red Cross has been speeded up 50% by radio, Admiral Cary T. Grayson, chairman of that organization, announced March 27 in making public the success of the $3,000,000 flood relief drive within eight days, far ahead of schedule. While contributions were sought locally, the Red Cross received some $50,000 at its Washington headquarters. At least half of the letters received with contributions referred to the appeals made on A & P programs by Kate Smith.

Fay for Royal Gelatin

TAKING the period just preceding the *Shell Chateau* show, Standard Brands Inc., New York (Royal Gelatin) on April 18 will begin a 37-week series over a nationwide NBC-WEAF network from Hollywood, Saturdays, 9-9:30 p. m. (EST). The show will feature Frank Fay, comedian who has been starred in recent weeks on the Rudy Vallee show, together with an orchestra and singers. J. Walter Thompson Co., New York, handles the account.

KGIR Seeks FCC's Aid As Rep. Monaghan Makes Charge of Political Bias

THE FCC will be called upon by KGIR, Butte, Mont., to decide whether, under the Communications Act of 1934, the station is discriminating against Rep. Monaghan (D-Mont.), candidate for the Senate, who has protested against the station's refusal to reserve political time seven months in advance.

E. B. Craney, manager of the station, indicated he would submit all of the facts to the FCC for analysis, since there is involved the issue of political broadcasting. Rep. Monaghan is seeking the seat of Senator Murray (D-Mont.) in the July 30 elections and last Jan. 6 had another individual wire the station to reserve the time from 7-7:20 p. m., on July 29, the day before election.

During the last fortnight, Rep. Monaghan had attacked the station as being controlled by trust interests. He used it as a lever to espouse his pending bill for government ownership of broadcasting, which he introduced last session at the behest of anti-radio groups.

Mr. Craney had informed the Congressman that he could not reserve the specific time that far in advance but would give him time just as near 7:00 p. m. as his broadcasting schedule would permit on that day. The exchange of telegrams and letters continued up to late in March, with Monaghan still objecting to lack of specific reservation of the time. Mr. Craney, among other things, brought out that his regular contracts, as do those of virtually all other stations, specify that the time shall be subject to change without notice.

Tidewater Is Expanding

EXPANDING its spot purchases in the Northeastern states in which it has chief distribution, Tidewater Oil Co., New York, has purchased news periods on WFIL, Philadelphia, and WHEC, Rochester, and is considering further placements. Starting March 30, three 5-minute and one 15-minute news periods daily will be carried by Tidewater six days weekly on WFIL, while on WHEC two 15-minute news spots will be sponsored. Lennen & Mitchell, New York, handles the account.

Texas Discs in South

TEXAS Co., New York (Texaco products) soon will place a series on 39 electrical transcriptions three time a week over 13 Southern stations on a 13-week schedule. The discs are dramatic shows built around unsolved mysteries and were recorded by Conquest Alliance Co. Stations in the campaign are KTHS, WJBO, WWL, KWKH, WJDX, WDOD, WNOX, WAPI, WALA, WJAX, WDAE, WTOC, WFBC. Hanff - Metzger Inc., New York, has the account.

April first is
April Fool's Day
to many—but it is
just another profit-
able day for those
who broadcast on

WBAL

WBAL is the only station which reaches the wealth and buying power in the Heart of Maryland — an audience of more than 3,500,000 potential buyers.

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE

You Sell Maryland When You Buy WBAL

National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

Join the Parade of
National Successes
Now on—

WSOC

Ben Bernie
Jumbo Fire Chief
Town Hall Tonight
Pittsburgh Plate Glass
Maxwell House Show Boat
Bing Crosby's Kraft Music Hall
Rubinoff and His Violin
National Barn Dance

Wire or write for rates to—

WSOC
Charlotte, N. C.

Fine, Fred Waring
—your versatile group charms over 150,000 WPTF families in North Carolina!
Let us send you Folder and facts about WPTF!
Represented by F. J. & F.

WPTF Raleigh, N. C.

Available For Sponsorship—
Opening Game April 17

77 Southern Ass'n baseball games available for sponsorship NOW, 35 games to be broadcast at choice night-time hours. 2½ hours to get your commercial continuity in where it will hit and score. All games to be broadcast while New Orleans Club is playing away from their home lot. Daytime games $50 each. Night-time games $100 each. Subject to usual agency commission. These prices include all costs. Write or wire

WDSU Inc.
Hotel Monteleone
New Orleans
J. H. Uhalt, *Pres.*

CAN MEN COOK?
KSTP Thinks So and Grants Them Program Time

MEN who have adopted cooking as their hobby are getting their first radio break in a new program on KSTP, St. Paul. Dubbed *The Kitchen Is For Men Only*, and part of KSTP's new *Household Forum* conducted by Bee Baxter, formerly of WOW, Omaha, and KSOO, Sioux Falls, the program goes on the air at 11:15 a. m. Saturdays and is devoted to bringing before the microphone the male culinary connoisseurs of the Twin Cities.

During the first week of the program, two of the musicians from Charlie Agnew's band who admitted they could tell women a thing or two about cooking were brought before the mike by Miss Baxter. Since that time several prominent Twin Cities men who have found sanctuary in the kitchen from their workday lives, have bared their hidden secret to the public. A serious effort is being made to round up all male cooks and get them to tell their stories. The Baxter program goes on the air six days a week. It is built along light and sparkling lines.

WITH Tulsa unexpectedly in the American Hockey Association playoffs, the KTUL sales staff moved fast to sell commercial sponsorship of St. Louis games by remote. It worked out a deal with KWK to broadcast St. Louis games to both stations, and KTUL broadcast for KWK on games in Tulsa. First National Bank and Trust Co., Tulsa, sponsored the games as a good will offering to Tulsa hockey fans.

Get out your slate and chalk up two more for

"ADVENTURE BOUND"

THE QUALITY BAKERS OF AMERICA

and

THE LIBERTY BAKERS OF AMERICA

have just purchased Adventure Bound for their many baker members. . . . They had their "Pick" of all the juvenile programs in America . . . and they chose

"ADVENTURE BOUND"

Everyday, everywhere, more and more sponsors are using our transcriptions on more and more radio stations. . . . Are you using them?

C. C. McIntosh of this company is now in the midwest. . . .Wire home office. . . . Mr. Geo. McCallister is in the New England States . . . Empire Hotel, New York City. . . . Mr. H. Grandstaff is in the south . . . 2503 McKinney Ave., Dallas, Texas. . . . Mr. Raymond Keane is in Colorado . . . 414 Steel Bldg., Denver.

IN CANADA

Grow & Pitcher, agencies . . . Calgary, Alberta, Toronto, Ontario.

All are ready to assist you in securing sponsors for our many productions . . . wire us ten words collect if you wish any of these men to call upon you.

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

Deletions From Networks With Arrival of Spring

ADDITIONAL deletions in sponsored network programs with arrival of the spring season, supplementing lists which appeared in the March 1 and March 15 issues of BROADCASTING, follow:

NBC

William R. Warner Co., New York (Sloan's liniment) with Warden Lawes in 20,000 Years in Sing Sing, Wednesdays, 9.30-10 p. m., April 8 (WJZ).

Clicquot Club Co., Millis, Mass. (ginger ale) with Clicquot Club Eskimos, Sundays, 3-3:30 p. m., April 12 (WEAF).

William R. Warner Co., New York (Vince) with John Charles Thomas, Wednesdas, 10-10:30 p. m., April 15 (WJZ).

Kellogg Co., Battle Creek, Mich. (cereals) with Kellogg Promenade, Fridays, 8:30-9 p. m., April 17 (WJZ).

General Electric Co., Schenectady (better light, better sight institutional program) with The Melody Master, Sundays 11-11:30 p. m., April 12 (WEAF).

Chevrolet Motor Co., Detroit (motor cars) with Rubinoff and His Violin, Saturdays, 9-9:30 p. m. (WEAF).

CBS

Lehn & Fink Products Corp., New York (Hind's Honey & Almond Cream) with Leslie Howard, Sundays, 2-2:30 p. m., with rebroadcast midnight, March 29.

Studebaker Sales Corp., South Bend, Ind. (motor cars) with *Richard Himber*, Fridays, 10-10:30 p. m., April 24.

Liggett & Myers Tobacco Co., New York (Chesterfields) with Nino Martini and Andre Kostelanetz orchestra, Saturdays, April 25.

WFBR Building Station On Ultra-high Frequency

AN ULTRA-HIGH frequency broadcasting station, to be operated in conjunction with WFBR, Baltimore, is being installed in that city by the Baltimore Radio Show Inc., operators of WFBR. The 100-watt RCA "apex" transmitter will be located in the Belvedere Hotel, highest point in the city proper and which now is being remodeled.

Installation of the new plant is being supervised by RCA engineers in collaboration with William Q. Ranft, chief engineer of WFBR. The Belvedere is 210 feet high, and is located atop a hill in the center of the city. The antenna will be some 30 feet high.

P. & G. Trims Hookups

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap) returns *Capt. Tim's Adventures Stories* to a special NBC-WJZ hookup (WJZ, WBZ-WBZA) March 31, 6:15-6:30 p. m., Tuesdays, Thursdays and Saturdays. The series replaces the previous broadcasts heard thrice weekly on the basic NBC-WJZ network, ending March 27. Last year P. & G. adopted the same plan for the program during the summer and in the fall resumed the usual number of stations. Blackman Adv. Inc., New York, has the account.

Jimmie Allen Movie

THE PARAMOUNT motion picture, "The Sky Parade", to be released April 10, is based on the World Broadcasting System transcribed radio feature *The Adventures of Jimmie Allen*. More than 520 separate 15-minute episodes of the series have been recorded in the last three years for four oil company sponsors. Current sponsors include Richfield Oil Co. of New York, Skelly Oil, Richfield Oil of California and Hickok Oil Co. in their several territories.

WSPD

NOW RELEASES TWO OF ITS PRIZE PROGRAMS FOR SPONSORSHIP

"NORMALIZING"

A ready-made program of three years' duration, commands a large audience and is an ideal setup for the client who has a message to present to women. A well known health authority gives the exercise with a piano accompaniment.

A special booklet on Normalizing and Health is also used as a merchandise tie-in.

Time of Broadcast

8:15 to 8:30 A. M., Monday through Friday

"CHILDREN'S PROGRAM"

One hour—each Sunday—12:30 to 1:30 P. M., by remote from stage of Chamber of Commerce where it plays to an audience of over 1,000. Each program is built with talent from one of the cities or towns in our primary coverage, and the program is dedicated to that particular locality.

For information regarding these programs contact—

Joseph H. McGillvra,
485 Madison Avenue,
New York, N. Y.

John K. Kettlewell,
919 N. Michigan Avenue,
Chicago, Ill.

We double our daytime power April 28th to 5000 watts.

WSPD

A Columbia Basic Outlet

Studios: Commodore Perry Hotel, Toledo, Ohio.

Transmitter: Perrysburg, Ohio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • P. O. Box 189
New York City Times Square Station

FCC Meeting Fridays

BECAUSE of the current FCC investigation of the A. T. & T., with hearings three days a week, the FCC Broadcast Division temporarily will meet on Fridays, at which time it will transact regular business heretofore handled at Tuesday meetings.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WHBL TO BUILD—This modernistic transmitter house on a 28-acre tract south of Sheboygan, Wis. It will be one-story with red trimmings. A Truscon steel tower 285 feet high will be erected. The transmitter will be RCA. The station is making arrangements for full-time operation.

FCC CANDIDACIES REST ON SENATORS

WHETHER George H. Payne, member of the FCC Telegraph Division, will be reappointed when his present term expires July 1, now depends upon the wishes of Western Senators, it is reported in informed administration circles. A New York Republican, Payne has been working assiduously for reappointment, which would presumably be for a seven-year-term, and is known to have the backing of Senator Johnson (R-Cal.) with whom he served in the 1912 Bull Moose campaign.

A new candidate for the post is Ralph A. Horr, of Seattle, who served one term as a Republican member of the House several years ago. He also was identified with the old Adolph Linden network which had its origin on the Pacific Coast in 1930 but failed shortly afterward.

Prominently mentioned for the Payne post has been Judge John C. Kendall, of Portland, Ore., an attorney experienced in radio practice. While not active in his own behalf, Judge Kendall, it is believed, would accept the assignment if proffered. Former Radio Commissioner Harold A. Lafount, of Utah, also has been advanced as a possible appointee.

Ford Concerts Praised For Lack of Commercials

LAVISH praise from listeners and critics for the Ford Motor Co.'s *Sunday Evening Hour* broadcasts over CBS, particularly with respect to the innovation of no "sales talk", has been announced by N. W. Ayer & Son Inc., Philadelphia, the Ford agency.

When the new series started, Edsel Ford, president of the company, announced that he had two chief aims, one to have programs of music interesting and of high quality, and the other to "keep the programs free of sales talk in the belief that the *Sunday Evening Hour* was neither the time nor the place for commercial conversation." In addition to praise for the music proffered, the thousands of commendatory letters expressed approval of the sponsor's method of handling the commercial credits.

SO GREAT has been the popular appeal of the informal talks by W. J. Cameron on the *Ford Sunday Evening Hour* over CBS that 5,130,000 copies of his remarks have been printed to meet the demand created by the series of the past and present years.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Local station desires additional salesman. Must furnish photograph, record of achievements and personal history. Box 460, BROADCASTING.

Texas station desires chief announcer and program man. Give full record, photograph. Box 461, BROADCASTING.

Operator-Announcer for Texas station, to also handle Transradio. State full experience, age, references. Box 462, BROADCASTING.

New York salesman with advertising agency contacts to represent radio stations and operate branch office for stations located in other parts of the country. Must be acquainted with New York advertisers. Box 467, BROADCASTING.

Newly organized transcription company is desirous of contacting an experienced and well recommended salesman for all territories. A thorough knowledge of the broadcasting business is necessary. Give complete details and references. Box 470, BROADCASTING.

Situations Wanted

Operator wants work. Broadcast or commercial operating. Experienced. References. Box 469, BROADCASTING.

Seasoned endorsed salesman; writer; offers unusual station services. Box 458, BROADCASTING.

Commercial continuity and comedy script writer. Man with good program ideas. Two years with large local agency. Now employed. Box 459, BROADCASTING.

Broadcast operator; university graduate with four years experience; desires position operating, construction or copying press. Now employed engineer small station. First class telephone, second class telegraph licenses. Single; age 28. References. Box 466, BROADCASTING.

Station, Program or Production executive with 11 years experience in every phase of radio — announcing; continuity writing; production; artist. Including work on largest network programs. Would like connection with large independent station. Dependable; Good Habits; Best of References. Now employed. Box 465, BROADCASTING.

Engineer. Age thirty, married, no children. Now employed but desires change. Eight years experience, construction, operating and maintenance work both transmitter and speech equipment. Best references. Any reasonable proposition considered. Box 468, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Modern 250 watt broadcast transmitter. Precision frequency control, uses 3-203a in final amplifier. Class B. 100% modulation using 2-203a tubes—eighteen Weston model 267 meters—3 phase full wave 872 rectifier —a. c. bias, rectifiers. Esco filament generator—High fidelity transmission—Ready to go—Very reasonable. Station WHBI, Newark, N. J.

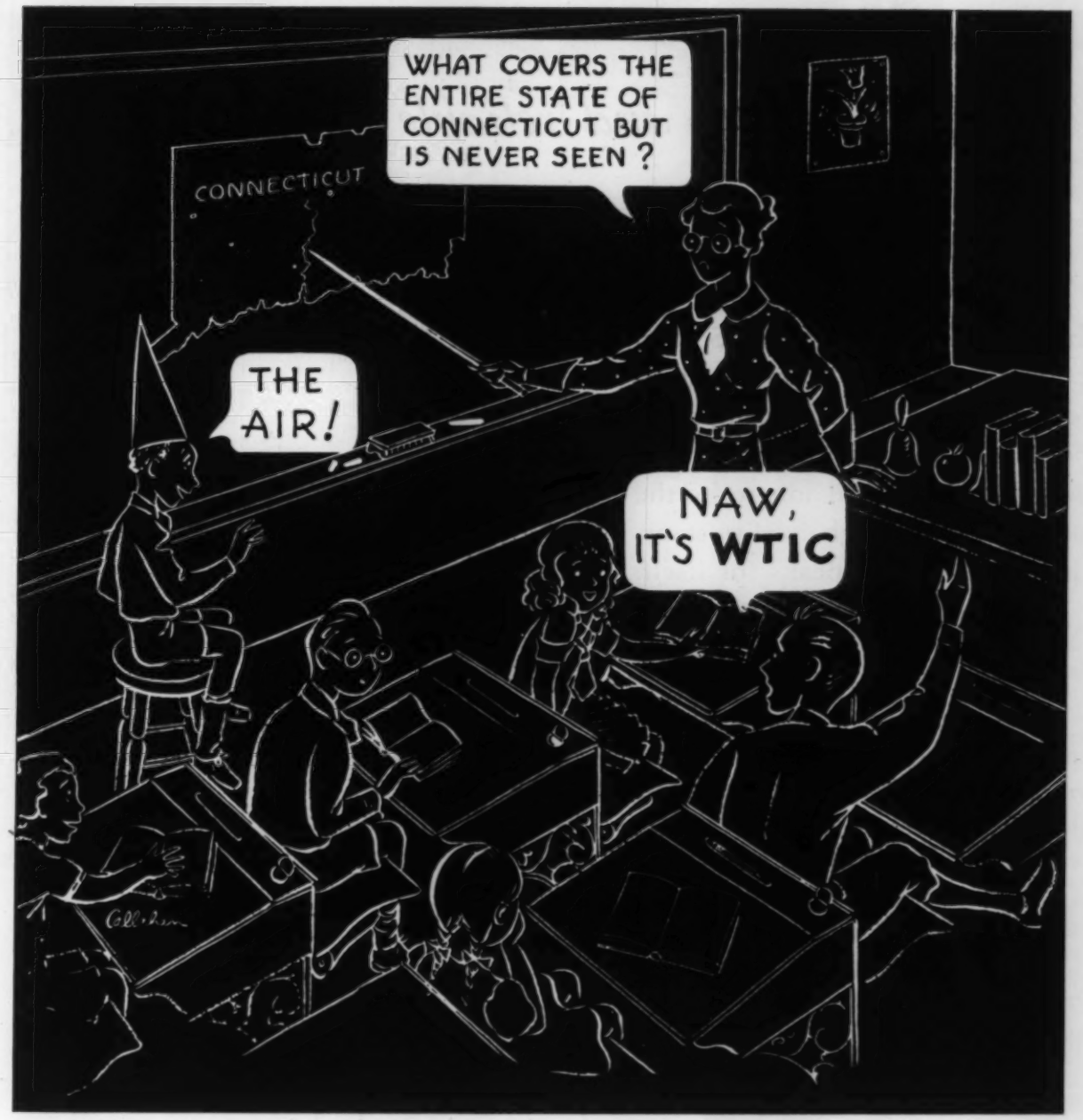
Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 463, BROADCASTING.

Wanted to buy outright. Transcriptions with continuity suitable for local station. New or used transcriptions. Box 464, BROADCASTING.



Johnny's right. WTIC blankets not only Connecticut but a good slice of Massachusetts, New York, Vermont and New Hampshire. Over 483,000 radio homes in its primary service area, serving them with the finest NBC Red network programs; also local productions long favorites with this audience.

Here are people who are willing to buy—who have money with which to buy.

Station WTIC offers the *only* way to reach this rich compact market at small cost. A few choice hours are now available. Full particulars on request.

WTIC ★ 50,000 WATTS HARTFORD, CONN.

The Travelers Broadcasting Service Corporation. **Member New England and NBC-WEAF Networks**

Paul W. Morency, General Mgr. ***James F. Clancy, Business Mgr.***

New York office, 220 East 42nd Street—J. J. Weed, Manager ***Chicago office, 203 N. Wabash Avenue—C. C. Weed, Manager***